



EXBERRY® Coloring Foods

Clean-label colors for non-alcoholic beverages

GROWING COLORS

EXBERRY®

Deliver spectacular shades with plant-based concentrates

Naturalness is an issue of high importance to consumers when buying non-alcoholic beverages.¹ FMCG Gurus' research shows natural drinks are seen to be healthier, more trustworthy, more sustainable, and better quality. Of course, sensory appeal remains crucial to success – and color is vital. Research shows color influences flavor perception and can play a critical role in consumers' beverage choices².

EXBERRY® Coloring Foods are a clean-label coloring solution that can help beverage manufacturers tick every box. They are made from non-GMO fruit, vegetables, and edible plants using traditional physical processing methods such as chopping and boiling. As well as supporting cleaner and clearer label declarations, they can be used to deliver spectacular shades in a vast array of applications including carbonated soft drinks, juice based drinks and instant beverages.

Seven in ten consumers check the label at least some of the time when buying non-alcoholic beverages³



Features

- Strong visual appeal
- Clear and simple label declarations
- Ingredients traceable back to the original source
- Vertically integrated supply chain
- Sustainable production methods
- Plant-based
- Halal
- Kosher

About EXBERRY® Coloring Foods

Our range of EXBERRY® Coloring Foods comprises hundreds of shades from across the whole rainbow. They are available in various formats to suit individual project requirements, including liquids, powders and organic.

Industry-leading traceability

GNT's supply chain is vertically integrated, which means we have complete control of the fruits, vegetables and plants we used to make our Coloring Foods. Our expert agronomists monitor cultivation and harvesting every step of the way to guarantee availability and ensure that only high-quality raw materials are used.

Delivering sustainable food colors for a brighter future.



¹ FMCG Gurus 'Non-Alcoholic Beverages – Global Report 2022' (February 2022)

² Spence, C. 'The Crucial Role of Color in the Perception of Beverages' Beverage Impacts on Health and Nutrition (2016)

³ FMCG Gurus 'Custom Survey - Global and Regional - Clean Label & Naturalness' (2021)

Examples of EXBERRY® in pasteurized pH 3 soft drink



EXBERRY® Product	Raw material(s)	Typical dosage (% w/v)
EXBERRY® Shade Lemon Yellow	Safflower + Lemon	0.02 - 0.12
EXBERRY® Shade Yellow	Carrot	0.08 - 0.50
EXBERRY® Shade Mandarin	Carrot + Apple	0.07 - 0.50
EXBERRY® Shade Pink Red	Sweet Potato + Carrot	0.03 - 0.50
EXBERRY® Shade Brilliant Pink	Sweet Potato + Carrot	0.02 - 0.30
EXBERRY® Shade Rubescent Red	Sweet Potato + Carrot	0.03 - 0.50
EXBERRY® Shade Strawberry Red	Carrot + Safflower	0.03 - 0.50
EXBERRY® Shade Vivid Red	Carrot + Blackcurrant	0.02 - 0.30
EXBERRY® Shade Purple Plum	Carrot + Blueberry	0.02 - 0.30
EXBERRY® Shade Amber	Apple + Hibiscus	0.07 - 0.50

