



# EXBERRY® Coloring Foods

Clean-label colors for smoothies and juice drinks

GROWING COLORS

EXBERRY®

## Deliver spectacular shades with plant-based concentrates

Smoothies and juice drinks can provide a tasty, convenient health boost – and consumers want these products to come with clean and clear labels. Research shows that 68% of shoppers worldwide check the label at least some of the time when buying smoothies.<sup>1</sup> 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 choices.<sup>2</sup>

EXBERRY® Coloring Foods are a clean-label coloring solution that can help 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 a result, they support cleaner and clearer label declarations.

**Two-thirds of consumers globally believe 100% natural production makes smoothies appear more premium/higher quality<sup>3</sup>**



### 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



Examples of  
EXBERRY® in pasteurized  
juice drinks and  
smoothies

## Juice drinks



EXBERRY®  
Shade Yellow  
- Cloudy  
0.58%



EXBERRY®  
Shade Lemon  
Yellow  
0.58%



EXBERRY®  
Shade  
Mandarin  
0.19%



EXBERRY®  
Shade  
Brilliant Orange  
0.19%



EXBERRY®  
Shade  
Strawberry Red  
0.05%



EXBERRY®  
Shade  
Vivid Red  
0.05%



EXBERRY®  
Shade  
Pink Red  
0.07%



EXBERRY®  
Shade  
Fiesta Pink  
0.07%



EXBERRY®  
Shade  
Brilliant Pink  
0.07%



EXBERRY®  
Shade Plum  
0.07%



EXBERRY®  
Shade Blue -  
HP  
0.71%



EXBERRY®  
Shade  
Green  
0.28%



*Delivering sustainable  
food colors for  
a brighter future.*



## Smoothies



EXBERRY®  
Shade Yellow  
- Cloudy  
0.44%



EXBERRY®  
Shade Lemon  
Yellow  
0.44%



EXBERRY®  
Shade  
Mandarin  
0.62%



EXBERRY®  
Shade Brilliant  
Orange  
0.63%



EXBERRY®  
Shade  
Strawberry Red  
0.27%



EXBERRY®  
Shade  
Vivid Red  
0.27%



EXBERRY®  
Shade  
Pink Red  
0.27%



EXBERRY®  
Shade  
Fiesta Pink  
0.27%



EXBERRY®  
Shade  
Brilliant Pink  
0.27%



EXBERRY®  
Shade  
Purple Plum  
0.27%



EXBERRY®  
Shade Blue -  
HP  
2.00%



EXBERRY®  
Shade  
Green  
0.42%

EXBERRY® Product	Raw material(s)	Typical dosage (% w/v)
EXBERRY® Shade Yellow - Cloudy	Carrot + Pumpkin	0.20 - 0.80
EXBERRY® Shade Lemon Yellow	Safflower + Lemon	0.20 - 0.70
EXBERRY® Shade Mandarin	Carrot + Apple	0.20 - 0.80
EXBERRY® Shade Brilliant Orange	Paprika + Carrot	0.10 - 0.50
EXBERRY® Shade Strawberry Red	Carrot + Safflower	0.05 - 0.30
EXBERRY® Shade Vivid Red	Carrot + Blackcurrant	0.03 - 0.30
EXBERRY® Shade Pink Red	Sweet Potato + Carrot	0.05 - 0.30
EXBERRY® Shade Fiesta Pink	Beetroot + Carrot	0.03 - 0.30
EXBERRY® Shade Brilliant Pink	Sweet Potato + Carrot	0.03 - 0.30
EXBERRY® Shade Purple Plum	Carrot + Blueberry	0.03 - 0.30
EXBERRY® Shade Blue - HP	Spirulina	0.50 - 1.50
EXBERRY® Shade Green	Spirulina + Safflower	0.25 - 1.00





Adding Coloring Foods to smoothies and juice drinks enhances the shade and delivers a consistent, appetizing appearance throughout the beverage's shelf life

## 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.

<sup>1</sup> FMCG Gurus 'Non-Alcoholic Beverages – Global Report 2022' (February 2022)

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

<sup>3</sup> FMCG Gurus 'Non-Alcoholic Beverages – Global Report 2022' (February 2022)