



EXBERRY® Coloring Foods

Clean-label colors for fruit gums
(gelatin, pectin, extruded and starch)

GROWING COLORS

EXBERRY®

Deliver spectacular shades with plant-based concentrates

The better-for-you trend is now having a major influence on the confectionery industry. FMCG Gurus' research shows that 68% of confectionery consumers worldwide consider natural claims to be appealing and that they will avoid buying products that contain too many 'bad' ingredients.¹ This means the choice of coloring ingredient is more important than ever.



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

75%

consumers say it is important that food and drink products do not contain artificial colors³

consumers say they check the label at least some of the time before eating candies and gummies²

82%



EXBERRY® Shade

EXBERRY® Shade Blue – HP
EXBERRY® Shade Green
EXBERRY® Shade Lime Green
EXBERRY® Shade Jade Green
EXBERRY® Shade Bright Yellow
EXBERRY® Shade Lemon Yellow
EXBERRY® Shade Yellow – Cloudy
EXBERRY® Shade Mandarin
EXBERRY® Shade Orange – Stable
EXBERRY® Shade Sunstone Orange
EXBERRY® Shade Brilliant Orange
EXBERRY® Shade Rubescent Red
EXBERRY® Shade Brilliant Pink
EXBERRY® Shade Veggie Red
EXBERRY® Shade Strawberry Red
EXBERRY® Shade Vivid Red
EXBERRY® Shade Purple Plum
EXBERRY® Shade Brown – HP
EXBERRY® Shade Black – HP

Performance

EXBERRY® colors are available in various formats to suit individual project requirements, including liquids, powders, and organic. They can be used to deliver a full spectrum of spectacular shades in fruit gums, but it is important to consider various technical factors to ensure optimal results.

Blue and green EXBERRY® products are made using spirulina, which is sensitive to heat and acid. As such, we recommend that you limit heat exposure and direct contact to acid as much as possible to maintain color stability. TIP: add color at the latest step to avoid direct contact with acid. Some red EXBERRY® products contain a natural pigment called anthocyanin. These reds are pH-dependent and therefore the color shade may be influenced by the pH level of the base product. Turmeric-based yellows, meanwhile, create vibrant shades that increase in intensity when exposed to high temperatures but are sensitive to light exposure.

Raw material	Typical Dosage in %
spirulina	0.70
spirulina, safflower	0.70
turmeric, spirulina	0.70
turmeric, spirulina	0.70
turmeric	0.10
safflower, lemon	0.05
carrot, pumpkin	0.25
carrot, apple	0.25
radish, safflower	0.10
sweet potato, safflower	0.15
pepper, carrot	0.10
sweet potato, carrot	0.10
sweet potato, carrot	0.03
radish, carrot	0.07
carrot, safflower	0.06
carrot, blackcurrant	0.07
carrot, blueberry	0.03
carrot, safflower, spirulina	0.40
spirulina, carrot, safflower	0.50

Dosage levels can be transferred to pectin jellies, starch-based jellies, or extruded jellies

Background color and processing conditions will affect ideal dosage levels

Customers can select their own dosage to suit their requirements

Fruit Gums with EXBERRY®



0.70% EXBERRY®
Shade Blue – HP



0.70% EXBERRY®
Shade Green



0.70% EXBERRY®
Shade Lime Green



0.70% EXBERRY®
Shade Jade Green



0.10% EXBERRY®
Shade Bright Yellow



0.05% EXBERRY®
Shade Lemon Yellow



0.25% EXBERRY®
Shade Yellow – Cloudy



0.25% EXBERRY®
Shade Mandarin



0.10% EXBERRY®
Shade Orange – Stable



0.15% EXBERRY®
Shade Sunstone Orange



0.10% EXBERRY®
Shade Brilliant Orange



0.10% EXBERRY®
Shade Rubescent Red



0.03% EXBERRY®
Shade Brilliant Pink



0.07% EXBERRY®
Shade Veggie Red



0.06% EXBERRY®
Shade Strawberry Red



0.07% EXBERRY®
Shade Vivid Red



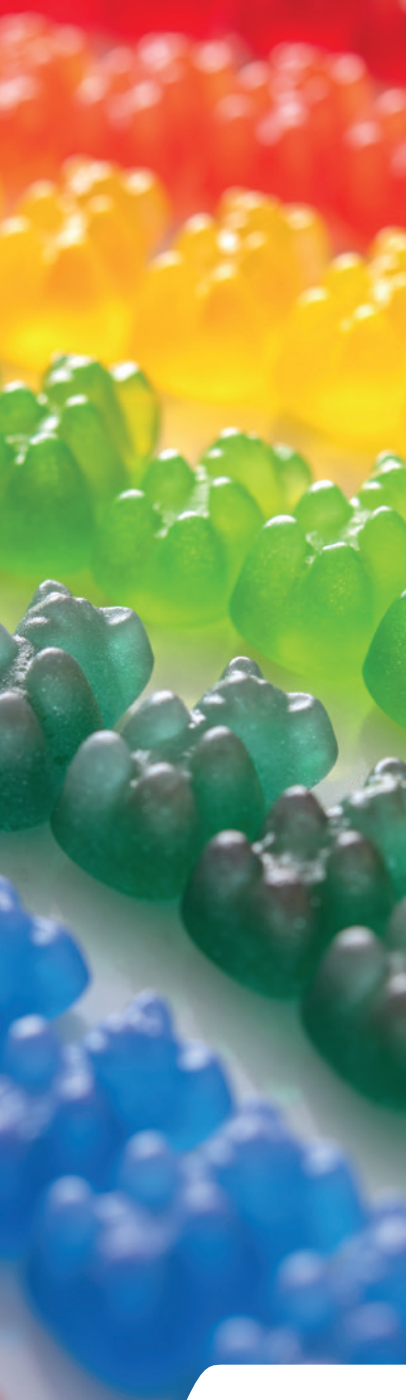
0.03% EXBERRY®
Shade Purple Plum



0.40% EXBERRY®
Shade Brown – HP



0.50% EXBERRY®
Shade Black – HP



About EXBERRY® Coloring Foods

EXBERRY® Coloring Foods are a clean-label solution that can help confectionery manufacturers tick every box. They are made from non-GMO fruit, vegetables, and plants using traditional physical processing methods such as chopping and boiling. As a result, they are considered to be food ingredients rather than additives in the EU and qualify for completely clean and clear labels.

The EXBERRY® range contains hundreds of products made from more than 30 raw materials. Our experts will work with you to find the ideal solution for your project.

Industry-leading traceability

GNT's supply chain is vertically integrated, which means we have complete oversight 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 year-round availability and ensure that only high-quality raw materials are used.

¹ FMCG Gurus 'Global Confectionery Trends in 2022' (December 2022)

² FMCG Gurus 'Global Confectionery Trends in 2022' (December 2022)

³ FMCG Gurus 'Flavor, Color & Texture: New Flavors are Sparking Consumer Interest' (November 2022)