



# EXBERRY® Coloring Foods

Clean-label colors for pressed tablets

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.<sup>1</sup> 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



## EXBERRY® Shade

	EXBERRY® Shade Blue – MN Powder
	EXBERRY® Shade Bright Green – MN Powder
	EXBERRY® Shade Green – MN Powder
	EXBERRY® Shade Yellow – MN Powder
	EXBERRY® Shade Bright Yellow – MN Powder
	EXBERRY® Shade Sweet Brown – MN Powder
	EXBERRY® Shade Red – MN Powder
	EXBERRY® Shade Rubescent Red – MN Powder
	EXBERRY® Shade Pink – MN Powder
	EXBERRY® Shade Purple – MN Powder

## Performance

EXBERRY® colors are available in various formats to suit individual project requirements, with our MN powders ideally suited to achieving homogenous, vibrant shades in pressed tablets. They can be used to deliver a broad array of spectacular hues, but it is important to consider various technical factors to ensure optimal results.

Some red EXBERRY® products contain a natural pigment called anthocyanin, which can cause a color shift with changing pH values. 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. 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, apple	1.50
turmeric, spirulina	1.00
safflower, spirulina	1.00
safflower, lemon	0.80
turmeric	1.77
apple, caramalized carrot	1.00
radish, apple, blackcurrant	0.70
sweet potato, carrot	1.40
sweet potato, radish, cherry, apple	0.50
carrot, hibiscus	0.53

Customers can select their own dosage to suit their requirements

The EXBERRY® MN range features yellows, reds, pinks, blues, greens, and purples

## Pressed Tablets with EXBERRY®



1.50% EXBERRY®  
Shade Blue  
– MN Powder



1.00% EXBERRY®  
Shade Bright Green  
– MN Powder



1.00% EXBERRY®  
Shade Green  
– MN Powder



0.80% EXBERRY®  
Shade Yellow  
– MN Powder



1.77% EXBERRY®  
Shade Bright Yellow  
– MN Powder



1.00% EXBERRY®  
Shade Sweet Brown  
– MN Powder



0.70% EXBERRY®  
Shade Red  
– MN Powder



1.40% EXBERRY®  
Shade Rubescent Red  
– MN Powder



0.50% EXBERRY®  
Shade Pink  
– MN Powder



0.53% EXBERRY®  
Shade Purple  
– MN Powder



## 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.

<sup>1</sup> FMCG Gurus 'Global Confectionery Trends in 2022' (December 2022)

<sup>2</sup> FMCG Gurus 'Global Confectionery Trends in 2022' (December 2022)

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