



EXBERRY® Coloring Foods

Plant-based colors for plant-based deli meat and sausages

GROWING COLORS

EXBERRY®

Plant-based cold cuts and sausage products gain **spectacular shades** by **trustworthy clean-label colors** from fruit and vegetables

Did you know?

GNT is committed to leading the food coloring industry on sustainability

Why color matters in plant-based deli meat and sausages

Today, there are more meat alternatives on the shelves than ever before. Consumers can now enjoy vegan alternatives to products including sliced ham, pastrami, hot dogs, cabanossi, and pepperoni.

These products each have a distinct coloration and appearance. To maximize plant-based products' appeal, it is vital that they look like the real thing. Research shows the overall appearance of plant-based meat needs to resemble familiar meat products in order to set positive consumer expectations.¹

Features

- Highly realistic color shades
- Clear and clean label declarations
- Guaranteed supplies all year round
- Fully traceable crops
- Sustainable production methods
- Exceptional customer support



Modern consumers want clean labels

Health is a key driver for plant-based meat sales and consumers want to see ingredients they know and trust. More than two-thirds globally now say they look at the ingredient list most or all of the time when buying plant-based food and drink.²

The choice of coloring ingredient is therefore vital to maximize acceptance.



0.40% EXBERRY®
Shade Red



0.05% EXBERRY®
Shade Brilliant Orange
0.30% EXBERRY®
Shade Red



1.00% EXBERRY®
Shade Brilliant Orange
2.50% EXBERRY®
Shade Red

EXBERRY® Shade	Raw material	Heat stability	pH dependant	May need ascorbic acid	Available as powder
EXBERRY® Shade Vivid Orange - OS	Pepper	✓	✗	✓	✗
EXBERRY® Shade Brilliant Orange	Pepper, carrot	✓	✗	✓*	✓
EXBERRY® Shade Red	Radish, carrot	✓	✓	✗	✓
EXBERRY® Shade Vivid Red	Carrot, blackcurrant	✓	✓	✗	✓
EXBERRY® Shade Fiesta Pink	Beetroot, carrot	(✓)**	✗	✓*	✓
EXBERRY® Shade Brown	Caramelized carrot, carrot	✓	✗	✗	✗

* Depending on application, processing and packaging properties

** Heat sensitive, performance depending on process conditions

Future-proof colors from EXBERRY®

EXBERRY® Coloring Foods are created from edible fruits, vegetables, and plants using physical processing methods such as chopping and boiling. Based on the concept of coloring food with food, they provide perfect synergy with the plant-based category and support completely clean and clear label declarations.

In the EU and many other parts of the world, EXBERRY® Coloring Foods can be listed simply as “concentrate of [name of raw material]”.

- ✓ Well-known ingredients
- ✓ No E-numbers
- ✓ Vegan
- ✓ Halal
- ✓ Kosher
- ✓ Non-GMO

Technical tips

Plant-based colors have varying characteristics including color hues and temperature and pH sensitivities. Selecting the right options will depend on the desired functionality.

Many pink, red, and purple shades contain anthocyanin pigments, which are influenced by the pH value of the application. To achieve the desired shade, it is necessary to understand the pH of your base during processing, cooking, and in the final product. Beetroot concentrates can provide a pH-independent source of pinks, but their betanin pigments are sensitive to heat. For maximum color retention, add ascorbic acid or reduce cooking time or temperature. The protein source can also significantly affect the base color, which may influence the choice of EXBERRY® product and required dosage.

GNT provides full support throughout the product development process to ensure you identify the optimal solution for your project requirements.

EXBERRY®: plant-based colors you can trust

EXBERRY® is the global market leader in Coloring Foods. We offer a full spectrum of shades in different formats to suit individual project requirements, including liquids, powders, and organic.

We have a vertical supply chain that gives us complete oversight of the non-GMO fruits, vegetables, and plants we use to make our Coloring Foods. This enables us to maintain our quality standards and guarantee year-round availability for all customers.

Get in touch today to find out how EXBERRY® can bring the best out of your plant-based deli meat and sausage alternatives.

¹ Fiorentini, M. et al. 'Role of Sensory Evaluation in Consumer Acceptance of Plant-Based Meat Analogs and Meat Extenders: A Scoping Review' *Foods* (2020); ² FMCG Gurus 'Custom Survey - Global and Regional - Meat & Plant-Based Protein' (2022); ³ FMCG Gurua 'Custom Survey - Global and Regional - Clean Label & Naturalness' (2023)



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