



# EXBERRY® Coloring Foods

Clean-label colors for ice cream and sorbet

GROWING COLORS

EXBERRY®

## Deliver eye-catching frozen desserts with plant-based colors

In the modern dairy market, the most important consumer demands include taste, health, sustainability, naturalness, and traceability.<sup>1</sup>

When developing frozen desserts, color is every bit as vital. The right shade not only delivers visual appeal but can also influence expectations and experience of the flavor.<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 plants using 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 frozen desserts including dairy and plant-based ice cream, frozen yogurts, and sorbet.



### Features

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

<sup>1</sup> Innova Market Insights 'Taste, health and sustainability: How dairy consumers satisfy differing desires and demands' (2021) <sup>2</sup> Spence, C. 'On the Relationship(s) Between Color and Taste/Flavor' Experimental Psychology (2019)

## 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 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 availability and ensure that only high-quality raw materials are used.

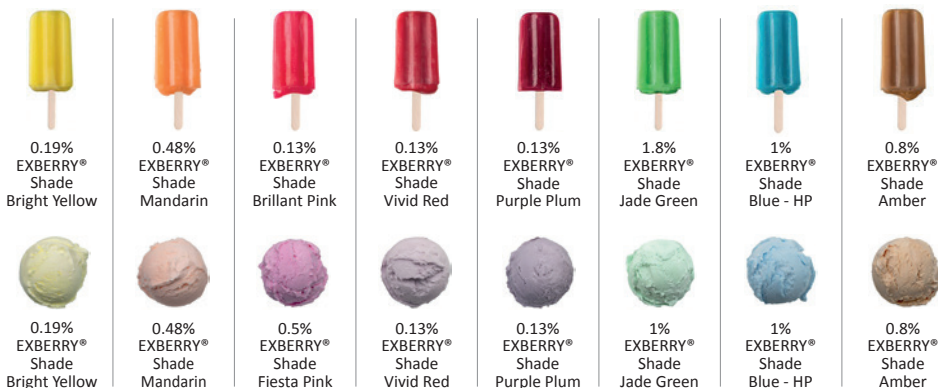
EXBERRY® Coloring Foods are available in following formats:

- Liquids
- Powders
- Organic



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Frozen  
ice cream  
120% OV



EXBERRY® Shade	Raw material	Typical dosage (% w/w)
EXBERRY® Shade Bright Yellow	Turmeric	0.1 - 0.3
EXBERRY® Shade Yellow Cloudy	Carrot + pumpkin	0.2 - 0.5
EXBERRY® Shade Mandarin	Carrot + apple	0.3 - 0.6
EXBERRY® Shade Brilliant Orange	Paprika + carrot	0.1 - 0.3
EXBERRY® Shade Fiesta Pink	Beetroot + carrot	0.2 - 1.0
EXBERRY® Shade Brilliant Pink	Sweet potato + carrot	0.12 - 0.2
EXBERRY® Shade Vivid Red	Carrot + blackcurrant	0.12 - 0.2
EXBERRY® Shade Veggie Red	Radish + carrot	0.12 - 0.2
EXBERRY® Shade Purple Plum	Carrot + blueberry	0.10 - 0.2
EXBERRY® Shade Jade Green	Turmeric + spirulina	0.8 - 1.5
EXBERRY® Shade Blue - HP	Spirulina	0.6 - 1.5
EXBERRY® Shade Amber	Apple + hibiscus	0.5 - 2.0

