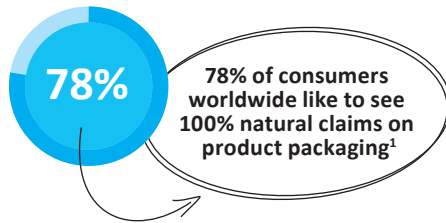




EXBERRY® Coloring Foods are a clean-label coloring solution that can help snack manufacturers tick every box. These plant-based concentrates are sustainably produced from non-GMO fruit, vegetables, and plants using traditional physical processing methods.

As well as supporting cleaner and clearer label declarations, they can be used to deliver spectacular shades in almost any snack application, including snack bars, extruded cereals, baked goods, seasonings, and fat-based coatings.



## 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, micronized powders, and oil-dispersible. We also have a range of organic-certified liquids and powders.

## 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.

<sup>1</sup> FMCG Gurus 'The Evolution of Snacking Habits over the Next Five Years' (2021)  
<sup>2</sup> Spence, C. 'On the Relationship(s) Between Color and Taste/Flavor' Experimental Psychology (2019)



# EXBERRY® Coloring Foods

Plant-based color concentrates for snacks

GROWING COLORS

**EXBERRY®**

## Deliver clean-label shades in almost any snack application

Consumers are demanding more from their snacks. While they were once considered a guilty pleasure, today's shoppers are seeking out healthy, natural, and sustainable options, from unsalted fruit chips to high-protein legume-based snacks.

There is also a strong trend for flavor innovation in the snack market, with 74% of global shoppers saying they like to try products with new and unusual flavors.<sup>1</sup> Brands are appealing to consumers' desire to experiment with new tastes through limited-edition launches, exotic flavors from around the world, and novel combinations such as beer popcorn and donut candy.















To achieve success, though, color remains vital. A product's appearance is crucial to creating shelf appeal and sends out important signals as to its quality. Color can also affect how the product tastes, with research showing that the hue and intensity can influence multisensory flavor perception.<sup>2</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



EXBERRY® Shade	Raw material	OD products	MN powders	Liquid products	
	EXBERRY® Shade Red - OD / MN Powder	Radish, apple, blackcurrant	4 - 5%	0,3 - 0,6%	-
	EXBERRY® Shade Yellow - OD / MN Powder	Safflower, lemon	4 - 5%	0,3 - 0,6%	-
	EXBERRY® Shade Green - OD	Spirulina, Safflower, lemon, apple	6 - 8%	-	-
	EXBERRY Shade Green - MN Powder	Safflower, Spirulina		0,5 - 0,7%	
	EXBERRY® Shade Brilliant Orange Intense - OD	Pepper, carrot	4 - 5%	-	-
	EXBERRY® Shade Purple-MN Powder	carrot, hibiscus	-	0,3 - 0,6%	-
	EXBERRY Shade Lemon Yellow	safflower, lemon	-	-	0,5 - 1%
	EXBERRY Shade Purple Plum	carrot, blueberry	-	-	1 - 2%
	EXBERRY Shade Blue-HP	spirulina	-	-	4 - 6%
	EXBERRY Shade Blue-HP + EXBERRY Shade Lemon Yellow	spirulina safflower, lemon	- -	- -	0,7 - 1% 0,2 - 0,3%
	EXBERRY Shade Fiesta Pink + EXBERRY Shade Lemon Yellow	beetroot, carrot safflower, lemon	- -	- -	5 - 6% 0,5%
	EXBERRY Shade Brilliant Pink	sweet potato, carrot	-	-	1 - 2%
	EXBERRY Shade Veggie Red	radish, carrot	-	-	1,5 - 2%
	EXBERRY Shade Brilliant Orange	pepper, carrot	-	-	1 - 2%

### Coated cereals with EXBERRY® OD



### Potato chips with EXBERRY® MN powders



### Extruded cereals with EXBERRY® Liquids



\*8% of slurry on the cereals  
\*\*10 % of seasoning on the final product.



**EXBERRY®**  
Coloring Foods are available in following formats:

- Liquids
- Powders
- Micronized powders
- Organic

