

REGENERATION

Rising



HOW DO WE IDENTIFY Trends?

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REGENERATION

Rising

a great appreciation of nature
with a deeper desire to protect it

A NEW PALETTE

Trend Driver



Regeneration



Community Joy



Going Slow

Combining a deep appreciation for the natural world –
Regeneration Rising takes a holistic look at regeneration
in terms of the **planet, community** and **the individual**



HOW DOES THIS COME to live with color?

Regeneration Rising connects deeply with the **visual world**—shaping how we perceive and interact with products through color.



Color is no longer just about aesthetics
it's about **storytelling**.

Color
Direction 01
**Elevated
Earth**

Color
Direction 02
**Nature
Lab**

Color
Direction 03
**Wholesome
Nostalgia**

A collage of various food items including bread, cheese, and vegetables, with the text "ELEVATED Earth" overlaid. The background features a variety of textures and colors, including a slice of bread with a golden-brown crust, a piece of purple cheese, a stack of green vegetables, and a pile of purple and yellow vegetables.

ELEVATED Earth

Color Direction 01



Elevated Earth is about...

Inspired by **nature's imperfections**: Elevated Earth celebrates the origins and textures of materials

Focus on **heritage ingredients** from regenerative food suppliers or nature-inspired gastronomy

Elevating food and drink categories with an **organic but premium look and feel**

Tepache

Red
Okra

Berry
Dough

Mushroom
Garum

Maize
Azul

Ube
Purple



1



2



3

1 Photo by yente-van-eynde from pexels
2 Photo by jonathanborba from pexels
3 Photo by lilartsy from pexels

CONFECTIONERY

- Dark chocolates, nuts, caramel combined with dark berries, ripe peaches and honey
- Artisanal treats in high end packaging
- Earthy textures and vegan options
- Incorporation of functional ingredients
- Use of botanicals, mushrooms, and CBD
- Color palette ranges from vivid to muted tones

How we see it coming to life in the industry...

Please note: The food and drink products shown in this presentation appear only to illustrate examples from across the market. Their inclusion does not indicate the use of EXBERRY®





**...bring it to life
with EXBERRY®**

Tepache

Red
Okra

Plant-Based Chocolate Truffles

Concept idea:

Oat milk-based chocolates with deep color shades

How does this concept connect to Elevated Earth?

Using plant-based alternatives alongside flavors such as rowan berries and caramel for a rich flavor experience creates modern, premium chocolates



... bring it to life
with EXBERRY®

| | | | | |
|---------|----------------|-------------------|---------------|---------------|
| Tepache | Berry Dough | Mushroom Garum | Maize Azul | Ube Purple |
|---------|----------------|-------------------|---------------|---------------|

Vita Bites

Concept idea:

Two-colored vitamin fruit jelly

How does this concept connect to Elevated Earth?

Vitamin fruit gummies with an organic yet premium look and feel that are not only visually appealing but also support a health-conscious diet



1 Photo by yente-van-eynde from pexels
2 Photo by jonathanborba from pexels
3 Photo by lilartsy from pexels



NATURE Lab

Color Direction 02



Nature lab is about...

Natural color doesn't have to be boring; it can be **bold, bright, intricately textured**, and **otherworldly**

New realm of extraordinary nature, **defying preconceptions and stereotypes** with hyper-real hues

Discovering an invisible world of unexpected structure, shapes, and textural play in a **kaleidoscopic spectrum**

Orange
Gummy

Rowan
Berry

Yuzu
Gel

Sea
Lettuce

Rhubarb
Cordial

Aquatic
Algae



1 Photo by apasari- from pexels
2 Photo by texture
3 Photo by water
4 Photo by n-voitkevich- from pexels

CONFECTIONERY

- Boiled sweets resemble colorful glass beads
- 3D-printed jelly gummies enriched with vitamins and herbs
- Textured chocolates reflect digital art influences
- Functional candies layered with vitamins and minerals
- Flavor adventure into the unexpected

How we see it coming to life in the industry...

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with EXBERRY®

Orange
Gummy

Aquatic
Algae

Fizzy Pops

Concept idea:

Orange-fruity lollipops that can be dipped in baby blue sherbet powder.

How does this concept connect to Nature Lab?

Enjoy the vibrant colors and the sparkling taste experience for real consumer delight



...bring it to life
with EXBERRY®

Orange
Gummy

Sea
Lettuce

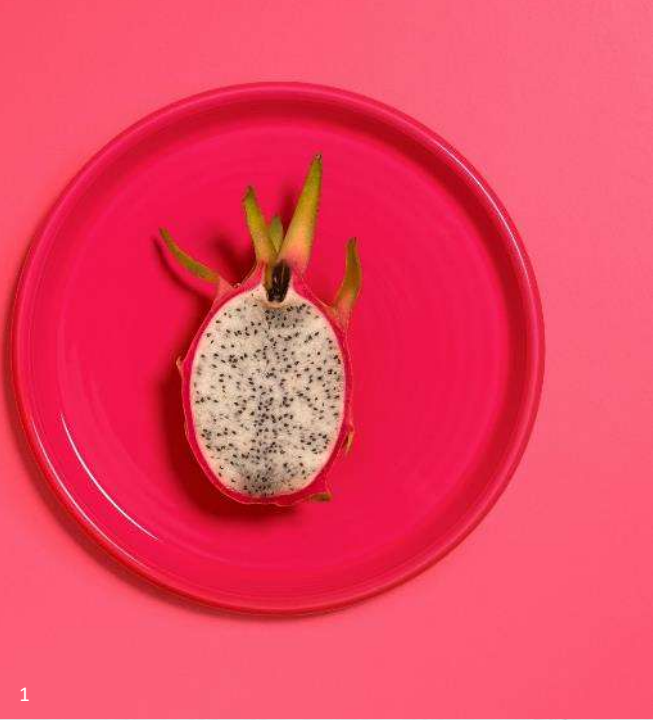
Rhubarb
Cordial

Aquatic
Algae

Crushing Candy

Concept idea:
Brightly colored candy

How does this concept connect to Nature Lab?
Selling candy in large “broken” plates brings in a new consumption experience. It adds an element of playfulness by breaking it away and an element of otherworldly by reminding users of digital pixels



1 Photo by apasari- from pexels
2 Photo by water from pixabay
3 Photo by n-voitkevich- from pexels
4 Photo by texture



WHOLESOME Nostalgia

Color Direction 03



Wholesome Nostalgia is about...

Community, family and personal well-being is leading to **a resurgence of feel-good rituals**

Cravings for **nostalgic, dreamlike colors**, sweetness, and decoration

The colors, smells, tastes, and textures of these **transport us back to childhood memories** and experiences

Lemon Panna
Cotta

Cultured
Pea

Blue Milk
Mushroom

Miso
Paste

Pine Needle
Jelly

Magnolia
Syrup



1 Photo by kristine-wook
2 Photo by manmohan-pandey
2 Photo by rikonavt
4 Photo by deva-williamson

CONFECTIONERY

- Modern sweets combine traditional and contemporary flavors
- Floral notes add a subtle, perfumed essence to old-fashioned candies
- Botanical accents enhance dark chocolate's deep flavors
- Creaminess of white chocolate complemented by sugared petals, colored crystals, and candied fruit

How we see it coming to life in the industry...

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...bring it to life
with EXBERRY®

Lemon Panna
Cotta

Cultured
Pea

Blue Milk
Mushroom

Pine Needle
Jelly

Magnolia
Syrup

Cloudy flower gums

Concept idea:

Aerated flower-shaped gummies with fruity flavor

How does this concept connect to Wholesome Nostalgia?

Milky pastel gummies flavored with berries, tropical extracts and flowers bring an “extra kitsch twist”



Miso
Paste

...bring it to life
with EXBERRY®

Cloudy aperitivo

Concept idea:

Aperitif inspired marshmallows e.g. SpritzMallows

How does this concept connect to Wholesome Nostalgia?

Unique treats combine the refreshing flavor of oranges and the slight bitterness of Aperol to offer a luxurious and grown-up snacking experience.



1 Photo by rikonavt
2 Photo by kristine-wook
3 Photo by deva-Williamson
4 Photo by manmohan-pandey

CREATIVE CONCEPTS

COLOR DIRECTION

- ☐ Elevated Earth
- ☐ Nature Lab
- ☐ Wholesome Nostalgia

WHAT IS YOUR IDEA?

HOW & WHY DOES IT FIT TO THE COLOR DIRECTION?

EXBERRY®

VISUALIZE YOUR IDEA

Bring your idea to life. Think beyond the product - color, flavor, texture, point of consumption, point of sale, target audience, communication, brand fit, etc.

Bring it life with your ideas

- Choose one color direction
- Write down your idea
- Explain the fit to the color direction
- Visualize the concept

Regeneration Rising



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