

# EXBERRY® helps foodstuff qualify as 'all-natural'

The importance of a 'clean-label' product is becoming more and more apparent and is growing on an international level. GNT say they offer manufacturers a full range of natural concentrate colours, allowing the reduction or elimination of E-numbers and satisfying customer preferences.

EXBERRY® colouring foodstuffs are claimed to be food in their own right, made from edible fruits, vegetables and plants. The colours are manufactured through physical processes without selective



extraction of pigments, and therefore retain the characteristics of the source material. The fruit and vegetable concentrates can therefore be classed as food ingredients, delivering healthy, clean-label colour for confectionery products.

To meet labelling requirements, GNT recommend declaring EXBERRY® as fol-

lows: 'concentrate (carrot, pumpkin)' or 'carrot concentrate, pumpkin concentrate'.

GNT say EXBERRY® is suitable for sugar-coated candies and jelly bears, as well as many other applications. The company is also able to offer support in product development, colour matching and colour stability testing.