



GROWING COLOURS



COLOURING FOODS AND THE EU GUIDANCE NOTES

EU Guidance Notes provide an excellent Marketing Opportunity

The GNT Group commissioned independent consumer research to investigate the level of understanding, awareness of the issues and preferences with respect to the colouration of food and drink purchased for themselves and their families. There was remarkable consistency across the different EU countries in that consumers showed great concern regarding the type of colour used in products that they purchase. Generally they seek to avoid artificial colours and other additive colours that utilise chemical processing or other artificial chemical (functional) components. Following clear explanation, respondents strongly agreed that Colouring Foods are the most natural way to colour food and that they would purchase on this basis in preference to foods coloured with additive colours.

The visibility of the actual colour used within the ingredient declaration is a key factor as indeed is any front of pack claim. For example, a 'no artificial colours' claim is clearly taken to imply that the colour is natural, which is often not the case.

The clear conclusion of this research is that consumers would make an informed choice and have preference for food and drink coloured with Colouring Food. It is important that colouring products are clearly communicated on the final product packaging to allow consumers to exercise their choice.

Since EXBERRY® is not an additive, but simply a concentrate of edible fruits and vegetables, it can be declared as 'Colouring Food', thus supporting a clean-label strategy.

Colouring Foods from a Regulatory Perspective

EXBERRY® is a great solution from the very beginning. We can guarantee that the raw materials used in our products are of the finest quality, because we control the entire supply chain from field to factory. Our supply chain has allowed us to create the highest degree of quality and trust for food companies around the world. Regional farming using specific seed varieties, harvesting by selected contract partners and controlled transportation are all important aspects of our guaranteed sustainability.

EXBERRY® products comply with the criteria of the EU Guidance Notes on the classification of food extracts with colouring properties as Colouring Foods. The EXBERRY® products are used for the primary purpose of colouring. They are manufactured from food (such as fruits, vegetables and/or edible plants). The EXBERRY® products contain the characteristic properties of the source materials (aromatic properties and nutritive value) and are physically processed using water (no organic solvents used). The primary concentrates used for the manufacturing of EXBERRY® products are not selectively extracted (i.e. the Enrichment factor is below 6).

The EU Guidance notes apply from 1st January 2014 and it is recommended that all food products placed on the European market after 29th November 2015 are in line with the Guidance notes.

Our products can be declared as kosher and halal. They are also suitable for vegetarians.



Labelling of Food and Drink containing Colouring Foods

The consumer has two sources of information provided on the packaging of a product, often a front of pack message that catches their attention and also the detail given within the ingredient declaration.

Front of Pack (Claims)

A typical front of pack claim is 'no artificial colours' and this indicates what a product does not contain, however by implication consumers interpret this message as 'therefore it must be natural'. Very often this is not the case when certain chemically modified/ extracted additive colours are used. A more positive statement such as 'with Colouring Food' would inform consumers more appropriately.

Back of Pack (Ingredient Declaration)

When using a Colouring Food, common practice is to label the food ingredient used with its normal name, for example 'carrot concentrate' which includes no information for consumers about the colouring purpose of the food ingredient. For improved consumer information, EXBERRY® products manufactured by GNT are recommended to be designated as 'Colouring Food' within the list of ingredients, and additionally the specific colouring raw materials indicated, for example 'Colouring Food (concentrate of carrot)'.

Applications using EXBERRY® Colouring Foods

The use of EXBERRY® Colouring Foods in food and drink applications is almost limitless. The wide array of colourful food ingredients coming from fruits, vegetables and edible plants can be used in many different applications, for example soft drinks, sugar confectionery, yoghurt, ice-cream & water ice, biscuits and snacks to name just a few.

With modern technology based on traditional processes and careful consideration given to both the EXBERRY® product and application characteristics, a vibrant and appealing colour/appearance can be achieved, with the benefit to the end consumer of using 'food to colour their food'.