



EXBERRY®
PET FOOD RANGE



Deliver spectacular shades in pet food

with plant-based EXBERRY® ingredients

Power up pet food with our plant-based ingredients

Color plays an important role in boosting cat and dog food's appeal. It can be used to help show shoppers that products are high quality, indicate product flavor and functionality, and deliver brand differentiation.

At the same time, health and wellness have become key trends across the European market. Cat and dog owners are seeking out quality products with ingredients they can trust, driving increased demand for premium and natural options.

Discover the advantages of the EXBERRY® Pet Food range in the EU

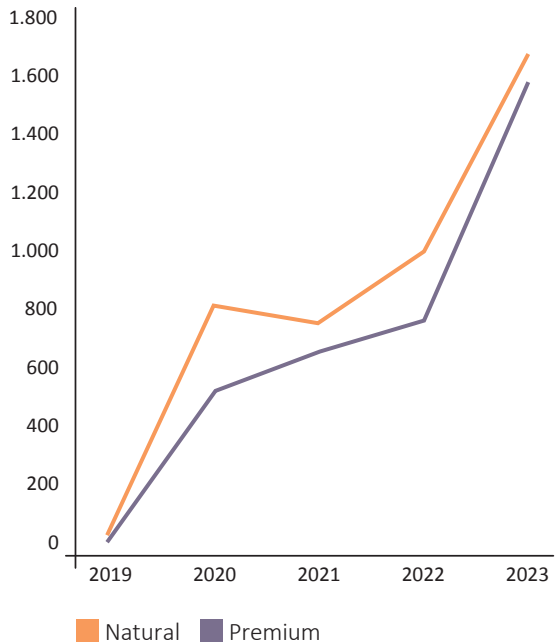


Why choose EXBERRY®?

EXBERRY® is a leading global brand of plant-based coloring solutions for food, beverages, and pet food with a range of key benefits:

- Natural
- High quality
- Gently processed
- Sustainable
- Non-GMO
- Ethical sourcing

Claims in cat and dog food launches across Europe (2019-2023)



The EXBERRY® Pet Food Range can provide the perfect solution for EU manufacturers.

The concentrates are created from non-GMO fruits, vegetables, and plants without the use of chemical solvents. As such, they provide a completely natural way to add taste and nutrition to cat and dog food while delivering a broad spectrum of vibrant shades.

Which applications are they suitable for?

The EXBERRY® Pet Food Range can deliver effective results in cat and dog products for the EU market.

Applications include:

- Kibbles
- Snacks
- Treats



What options are available?

EXBERRY® products can be combined to achieve a vast spectrum of color shades and are available in both liquid and powder format.

EXBERRY® Pet Food Shade Yellow	EXBERRY® Pet Food Shade Orange*	EXBERRY® Pet Food Shade Red	EXBERRY® Pet Food Shade Bluish Red
EXBERRY® Pet Food Shade Blue	EXBERRY® Pet Food Shade Green	EXBERRY® Pet Food Shade Brown	

** liquid only*

How are EXBERRY® pet food products classified?

The EXBERRY® Pet Food Range is classified as compound feed and is fully compliant with applicable EU Regulations for Pet Food.

Why choose GNT?

Founded in 1978, GNT has vast experience working with plant-based colors in various application types. We can provide expert support throughout every step of the product development process to ensure a smooth switch to EXBERRY®. Services include color matching, stability testing, product training, upscaling, regulatory issues, and quality documentation.

Contact your local sales representative for more information.

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