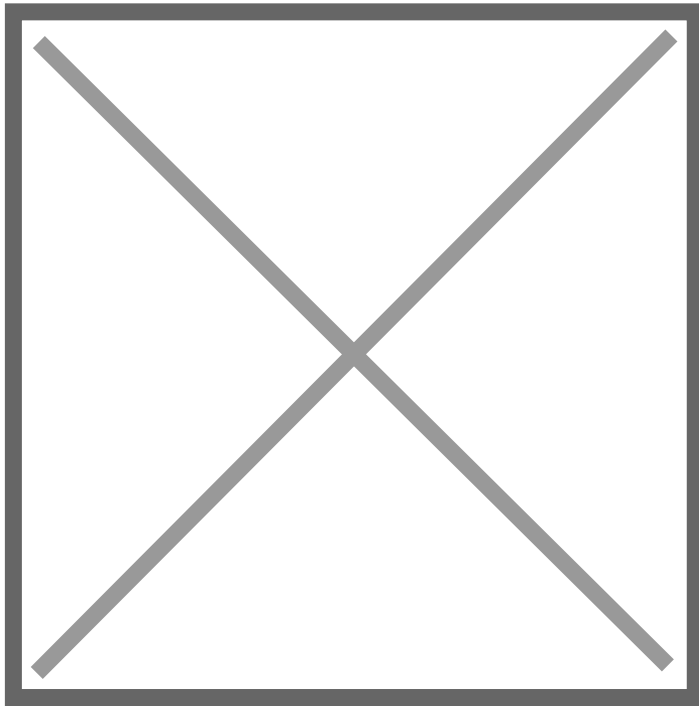


GNT showcases coloring foods that meet Chinese group standards

12 June 2019 | News

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Exhibiting on Stand 41M30, GNT will highlight how it can help manufacturers replace artificial colors and animal-based colors such as carmine with EXBERRY Coloring Foods that fully comply with the standards, which were drawn up by the China National Food Industry Association.

They stipulate that Coloring Foods must be produced from natural raw food materials, such as fruits, vegetables, plants and algae, using physical processes only. Additionally, the characteristic properties of the raw materials such as flavor, nutrition and coloring constituents must be retained. EXBERRY colors meet these criteria and can be declared on labels simply as, for example, 'Coloring Food (Concentrate of Carrot)'.

GNT's Coloring Foods are also the ideal solution for manufacturers who want to address health concerns by eliminating grapeskin extract from their formulations. The company offers a full package of technical support to help to overcome any

production challenges associated with switching away from grapeskin extract.

Maartje Hendrickx, Market Development Manager at GNT, said: "The new Group Standards in China provide clear rules for Coloring Foods. They also align with what consumers prefer to see in ingredients lists. Food and beverage companies that visit GNT's stand at Food Ingredients Asia-China 2019 will have the perfect opportunity to find out how they can comply with these standards and win consumers' trust."

She continued: "GNT's Coloring Foods are available in more than 400 shades that meet the latest market trends. In addition, our application experts are available to help manufacturers develop new products and formulation processes. Choosing GNT Coloring Foods ensures that consumer and regulatory demands for the very best natural, safe ingredients are comfortably met."