

GNT announces Chinese name for Coloring Foods range

20 June 2019 | News

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GNT, based in the Netherlands, believes that localizing its brand in China will increase levels of recognition and awareness among its customers, helping GNT to understand their needs better. In Europe and the rest of the world, its range of Coloring Foods is known as EXBERRY®. The name 爱百瑞 has been selected for the Chinese market because it evokes positive feelings as follows:

爱 = Love

百 = Prosperity

瑞 = Longevity

The new brand was revealed by GNT's CEO, Hendrik Hoeck, at a special event in Shanghai, organized to coincide with the Food Ingredients Asia-China 2019 trade show. He said: "China is a very important market for GNT Group and we are privileged to work with many trusted and innovative customers. The creation of 爱百瑞 as an exclusive brand for China celebrates these successful partnerships and confirms our ongoing commitment to delivering high quality and reliable natural coloring solutions for the Chinese food and beverage market."

爱百瑞 coloring foods are natural color ingredients obtained exclusively from fruits, vegetables and edible plants using gentle, physical processes such as pressing, chopping, filtering and concentrating. Consequently, they are not classed as additives but foods with coloring properties and, therefore, qualify for cleaner and clearer labelling declarations.

GNT's natural colors are perfect replacements for artificial colors and animal-based colors such as carmine. They comply fully with China's Group Standards for Coloring Foods. Made with GNT's own innovative processes, they can impart almost any color shade to foods and beverages and are ideally suited for industrial use.

[1] Innova Market Insights