

GNT announces first dedicated China office for plant-based EXBERRY® colours

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GNT has opened a sales and application office in Shanghai to meet demand for plant-based EXBERRY colours in China.

GNT offers a full spectrum of EXBERRY colour concentrates in China. They are made from non-GMO fruits, vegetables, and plants using physical processing methods and water. Under China's new official industry standard, these concentrates are classified as Colouring Foods and qualify for clean and clear label declarations such as "carrot colouring ingredient."

GNT has now opened its first dedicated office in China to help the country's food and beverages manufacturers create more natural products.

The application laboratory will enable GNT to offer Chinese customers faster and highly tailored application support. It will provide a space for customer training sessions and workshops, as well as services including concept innovation, formulation support, and stability testing.

Andreas Thiede, General Manager APAC at GNT Group, said: "Together, this office and application lab demonstrate our commitment and long-term strategic growth ambition in China."

He added: "China is a dynamic market, with strong momentum behind natural and clean-label food and beverage products. Customers here move fast and they expect partners to be able to move with them. Now, with a local team in place, we can support this growth with faster decisions, closer collaboration, and tailored solutions."

EXBERRY colours are available in hundreds of shades from across the rainbow. They can be used to achieve vibrant, stable shades in almost any type of food and drink.

Victor Foo, GNT Group's Head of Sales for China, said: "Our new application lab allows customers to visit us, collaborate face to face, and receive tailored training that supports their teams and applications. This helps us work faster together, strengthen relationships, and unlock new growth opportunities across China."