

Take confidence in GNT's natural concentrates: EXBERRY® colouring foodstuffs deliver a declaration in plain and simple terms!

The global 'back to nature' trend has captured nearly every market sector but appears to be most evident in the food and drink market. Consumers are increasingly demanding food products that are free from additives and 'hidden nasties'. Trend research confirms this concluding: consumers say the most important thing about products is that they are "natural, healthy and, free from"¹. Colours play a major role in this trend as the usage of additive colours (with E-numbers) in food and drink applications is strongly disliked by consumers.

Increasing numbers of consumers associate natural 'free from' products not only with health benefits but also with superior quality and increased food safety. Consequently, manufacturers are making a shift to natural colouring solutions to meet with modern consumer demands.

Declaration: Consumers are confused

The current regulations that define colour declaration are not sufficient for consumers to make informed buying decisions because they do not make clear at first glance how natural – or unnatural – a product really is. Food producers can choose to declare their colours either with an E-number or with the corresponding additive name and of course, each manufacturer typically declares its colours in a way that is appropriate or



advantageous to him. For the consumer this lack of distinction is puzzling as in most cases he might not be able to see a correlation between the additive name and its corresponding E-number. It is quite probable, therefore that consumers are not able to clearly identify the additives they wish



to avoid on the product labels.

When the additive name is used, the consumer may be misled by the sound of the word or by certain associations they make with the term. Additionally, a name that sounds strange and is maybe hard to pronounce can lead people to think it's something "bad". Consumer feedback confirms that the more familiar and common the name, the more natural it is perceived to be: A colour such as "Tartrazine" will more easily be identified as an additive compared to the colour "beta carotene", which will inevitably be associated with carrots.

Research shows that consumers feel misled by the range of additive declarations used and labelling may frequently be misunderstood. Such feelings of deception may ultimately impact on consumer confidence in manufacturers, retailers and brands.

Consumers demand clear labels!

To avoid confusion and purchasing errors, an increasing number of consumers now demand standardised, clear labelling of food and beverages to make it as easy as possible to identify additives. This approach has been being supported by nutrition experts and consumer protection groups for years. The legislators have begun to react to this nationally and internationally. Examples being the recently implemented "traffic light labels" for food in the UK and the decision of the European Parliament for a warning notice on food products that contain certain azo dyes from July 2010. Therefore, consumer demands for open communication are gradually beginning to change the declaration policies in the food markets.

EXBERRY® colouring foodstuffs: the truly natural alternative

It is clear that today's consumers wish to buy trustworthy, natural products.

Responsible manufacturers who consider consumer demands and who aim to have a declaration in plain and simple language, will find a natural alternative to additive colours in colouring foodstuffs. GNT, the world's leading producer of colouring concentrates, develops and manufactures EXBERRY® colouring foodstuffs. They are made from edible fruits, vegetables and plants and offer a wide variety of brilliant colour shades for food and drink applications. EXBERRY® colouring foodstuffs are food ingredients and are declared without E-numbers on the product label. The declaration "concentrate (elderberries, pumpkin)" or "elderberry concentrate, pumpkin concentrate" shows consumers at first sight that the product contains natural ingredients.

As the most innovative supplier of colouring foodstuffs worldwide, GNT always keeps a close



eye on how consumer preferences develop. The success of EXBERRY® colouring foodstuffs is based on truly unique product quality as well as on extraordinary customer and development support. Learn more about the fascinating world of EXBERRY® colouring foodstuffs and the GNT Group.

References

1 "10 Key Trends in Food, Nutrition and Health 2009", New nutrition Business. ISBN: 978-1-906297-24-4

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