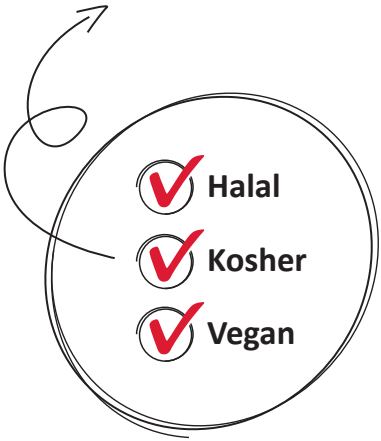
Plant-based colors
for meat alternatives

GROWING COLORS EXBERRY®

What are the numbers?

Plant-based meat substitutes used to be confined to organic or health food stores. Not anymore. The sector grew by 14% CAGR between 2012 and 2016, and meat alternatives accounted for 14% of global launches of 'meat products' in 2018, compared to 6% in 2013.[1]

Continued growth is forecasted, with the market expected to be worth $6.1 billion by 2023.[2] Demand is particularly high in Europe, where the meat substitute market accounts for 39% of the global total.[3]



The rise of plant-based meat alternatives is part of the success of the wider plant-based category; worldwide, there was 60% average annual growth in food and beverage launches with a plant-based claim between 2014 and 2018.[4]

Why plant-based meat alternatives?

Vegetarian and vegan lifestyles are increasingly common, driven by concerns about health, animal welfare and the environment, but also favorable media coverage and mainstream initiatives such as 'Veganuary'. However, meat alternatives are being embraced by consumers across a wide range of groups, and flexitarians in particular.

Two-thirds (66%) of meat-eaters around the world are now looking to reduce their meat intake, and that is driving demand for alternative protein sources.[5] In the U.S., for example, 98% of alternative meat buyers also buy meat.[6]

Thirty-nine percent of U.S. consumers cite health concerns as the reason for consuming plant-based proteins.[7] In addition, 36% of global consumers associate plant-based food with natural formulation – a claim that continues to be of paramount importance in the food and drink industry.[8]

Nearly half (44%) of UK consumers, though, agree it is unclear what ingredients are used in meat-free foods, with 41% saying meat-free foods with a short ingredients list are more appealing than those with a long ingredients list.[9]

How can EXBERRY® Coloring Foods help your business?

Plant-based alternatives to meat are commonly based on sources such as soy, pea, lentil, mushrooms and wheat. They are usually processed through types of extrusion, or by combining proteins with stabilizing systems and heating.

EXBERRY® COLORING FOODS ARE AVAILABLE IN THE FORMATS:

- **LIQUID**
- **POWDER**
- **MICRONIZED POWDER**
- **OIL DISPERSIBLE**
- **ORGANIC**

The number of products entering the market continues to rise, and new technologies promise to open up further opportunities for innovation in the future.

Plant-based colors
for plant-based meat alternatives

For plant-based products to successfully mimic meat, a fresh and appealing appearance is crucial. And in this health- and ethics-driven category, consumers are particularly likely to demand clean-label, plant-based ingredients.

The combination of high pH and heat treatment presents challenges for natural red color shades, but EXBERRY® Coloring Foods can deliver a perfect solution. Sourced only from fruits, vegetables and edible plants, they can help you create new color concepts for meat alternatives without having to compromise on appearance or quality. In addition, it taps into consumer expectations on clean and clear labelling.

EXBERRY® Coloring Foods

Our EXBERRY® range is already widely used to color meat alternative products. Below is a selection of products from our extensive portfolio that have been proven to deliver excellent results.

If you want to replace colorants such as iron oxides, anthocyanin and carotene, we can help you find the perfect solution to support clean and clean labelling. We offer a full support package.

[1] Innova Market Insights, [2] Research on Global Markets, [3] Allied Market Research, [4] Innova Market Insights, [5] FMCG Gurus Top Trends 2019, [6] Nielsen, [7] Mintel, [8] FMCG Gurus Top Trends 2019, [9] Mintel

EXBERRY®	Raw materials	Liquid	Powder
Shade Brilliant Orange	Paprika, carrot	✔	✔
Shade Veggie Red	Radish, carrot	✔	✔
Shade Fiesta Pink	Beetroot, carrot	✔	✔
Shade Purple Plum	Carrot, blueberry	✔	✔
Shade Brown	Carrot	✔	✔

COLORED WITH FRUIT & VEGETABLES

GNT Group B.V. (Headquarters)
T +31 40 7800 300 | E info@gnt-group.com | EXBERRY.COM/PLANT-BASED