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GNT to showcase plant-based EXBERRYÂ colours as alternatives to synthetic dyes

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GNT will show how its plant-based EXBERRY colours can provide a vibrant, natural alternative to synthetic dyes at Fi Asia Thailand 2025 (Bangkok, September 17-19).

There is clear consumer demand for natural colours in the Asia Pacific. Research carried out by FMCG Gurus shows 65 per cent of shoppers across the region say it is important that the colours in food and drink are natural. In addition, six in ten say they have become more attentive to ingredient listings over the last 12 months.

EXBERRY colours are made from non-GMO fruits, vegetables, and plants. They can be used to achieve a complete spectrum of vibrant shades in food and drink while supporting natural ingredient declarations.

At Fi Asia Thailand, GNT (Booth Q02) will bring the EXBERRY rainbow to life with a variety of eye-catching applications. Visitors will be able to talk to the companyâ??s experts throughout the event about their project requirements and the latest colour trends.

Andreas Thiede, General Manager of GNT Singapore Pte Ltd., said: â??EXBERRYÂ colours are the perfect replacement for synthetic dyes. We have nearly 50 yearsâ?? experience with plant-based colours and can help brands make the switch with a minimum of fuss. Weâ??ll walk visitors through this journey at our booth and show how vibrant and colourful EXBERRYÂ can be.â?•

A growing number of Asian food and beverage brands have already switched to plant-based colours over recent years to meet local consumer demand for natural ingredients. Between 2020 and 2024, natural colours were used in more than twice as many food and beverage launches as synthetic dyes across the region.