

GNT Brings Plant-Based EXBERRY Colours to Functional Snack Innovation

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GNT will demonstrate how plant-based EXBERRY colors can help set functional foods apart with two creatine-enhanced snack concepts at SupplySide Global 2026 (October 28-30, Las Vegas).

As functional ingredients expand beyond traditional powders, capsules, and beverages, product developers are exploring new ways to bring functionality into familiar food formats without compromising the sensory experience.

GNT will showcase two colorful snack pairings featuring creatine incorporated into potato chip seasonings. The concepts demonstrate how color can reinforce flavor cues, create visual contrast, and help differentiate functional products in crowded categories.

The blue cheese-inspired concept pairs a smooth blue dip made with whipped cottage cheese and sharp Vermont cheddar with vibrant red-orange, hot-wing-seasoned potato chips.

The charred allium concept features a savory green dip with charred scallions, caramelized onions, roasted garlic, and fresh chives. It is served with wavy potato chips featuring a purple chive blossom-inspired seasoning.

GNT's experts will also be available throughout the event to highlight how plant-based EXBERRY colors can support innovation across functional foods, performance nutrition products, and emerging wellness applications.

Marty Gil, Key Account Manager at GNT, said: "We're seeing growing interest in bringing functional ingredients into familiar foods and snacks rather than just traditional supplement formats. With these concepts, we wanted to show how far you can push that idea while still creating something that feels fun, flavorful, and visually exciting."