

GNT to Showcase Plant-Based EXBERRY Colours at Gulfood Manufacturing 2026

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GNT will demonstrate how plant-based EXBERRY colors can deliver vibrant shades while supporting natural ingredient lists at Gulfood Manufacturing 2026 (November 3-5, Dubai).

Middle Eastern consumers are looking for exciting food and beverage experiences, with PWC research showing they are more open to culinary exploration than the global average. At the same time, they increasingly expect products to contain natural ingredients, with four in ten saying they avoid ultra-processed foods.

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

At Gulfood, GNT (Stand B6-48, Hall 6) will demonstrate the colors' potential with EXBERRY® beverage concepts that use bold shades to signal exciting flavor profiles.

The concepts highlight how plant-based colors can be used to catch the eye, indicate product positioning, and encourage social sharing.

Santhosh Thankappan, Sales Director at GNT Middle East, said: "Consumers are increasingly looking for balance. They want products to deliver excitement and indulgence, but they're also conscious of what they consume and want greater transparency around ingredients. We help brands satisfy both needs with our vibrant, natural EXBERRY colors."