



# Color Trend Report



## REGENERATION RISING

Color insights for food and beverage innovation



## Prelude

Color is the most potent asset in a brand's toolkit for forging a deep, enduring connection with consumers. It transcends mere visual appeal, tapping into psychological and emotional needs to create an authentic and memorable experience.

Color significantly influences a product's perceived flavor, enhancing the overall taste experience in a way that resonates on a subconscious level. Storytelling

through color ensures a cohesive journey from the packaging to the product, reinforcing a brand's ability to transparently connect. Prioritizing color is not only an aesthetic choice but a strategic one, aiming to enrich the consumer's interaction with the product.

Color should never be an afterthought. It should be at the forefront of every innovation.

# Introducing Regeneration Rising

At the heart of Regeneration Rising's findings is the concept of regeneration. It reflects a fundamental shift in collective consciousness to protect, nurture and celebrate planet earth. It embodies the pivotal role renewal and transformation plays in modern color innovation.

This methodology offers brands an essential guide to crafting compelling color stories that are trusted and in demand. It forges a vital connection between consumers' psychological needs and their aspiration for optimal personal and planetary wellbeing.

Regeneration Rising champions a future where innovation, rooted in authenticity and transparency, sets a pioneering course for the industry's forward-thinkers. It focuses on three key drivers defined by three distinctive color trends. Regeneration Rising charts an aspirational roadmap for brands committed to leading with purpose and vision.

*“Food is a canvas, and color is what defines it.”*

## Regeneration through color A culinary perspective

At EXBERRY®, we believe in harnessing the power of color to narrate positive stories of plant-forward renewal. Our culinary innovation is rooted in the principles of regeneration, using vibrant, plant-based colors to transform the ordinary into extraordinary.

When developers prioritize color at the beginning of the innovation process, it acts as a north star, ensuring that an innovation is visually appealing and instantly tells the story of regeneration a brand wants to convey to the consumer.





## **Color as Inspiration**

We prioritize color from the get-go, ensuring our innovations are not only visually appealing but also convey a story of regeneration.

## **Pushing Boundaries**

As creative thought-leaders, we push boundaries to create innovations combining today's flavor trends with a vibrant color rainbow to deliver adventurous sensory experiences.

## **Culinary Elevation**

Our innovations tap into the consumer's desire to enhance their culinary experiences at home by introducing techniques with a restaurant pedigree and intriguing global flavors.

## **Plant-Forward Innovation**

As chefs, we are committed to elevating food and beverage experiences by using regenerative ingredients derived from fruits, vegetables, and edible plants.

“Consumers buy with their eyes first. *The color of a product should never be an afterthought*—it’s pivotal in shaping a consumer’s visual and taste experience and in conveying a brand’s commitment to sustainability.”



“We spend a lot of time in the EXBERRY® kitchen thinking about the entire plant. *Regeneration is about conveying the essence of an ingredient by utilizing all of its components.* Using vibrant, plant-based colors to boost the visual appeal of each of these elements, from seeds to pulp to skin and everything in between, is an easy way for brands to demonstrate their commitment to upcycling and to make the consumer feel excited about consuming them.”

-Christina Olivarez  
EXBERRY® Culinary Innovation Team



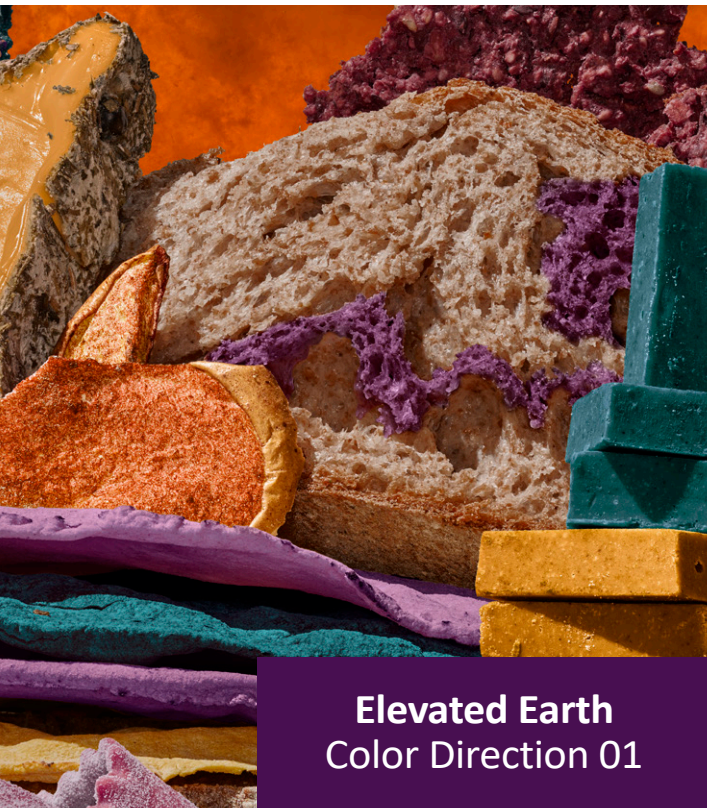
Recognizing the beneficial properties in whey, the EXBERRY® culinary team embraced its flavor and health potential by creating a tangy drink that's pumpkin and ginger-forward with a hint of refreshing tartness from the whey. The beverage contains a pumpkin-based EXBERRY® shade and there's a slightly cloudy appearance from the sedimentation of the pumpkin juice that was used, encapsulating the essence of upcycling, thoughtful consumption and regeneration.

# Regeneration Rising

## 3 Color Directions

Each color story and accompanying color palette embodies the principles of renewal, transformation, and vitality inspired by colors that can be found growing on land and sea.

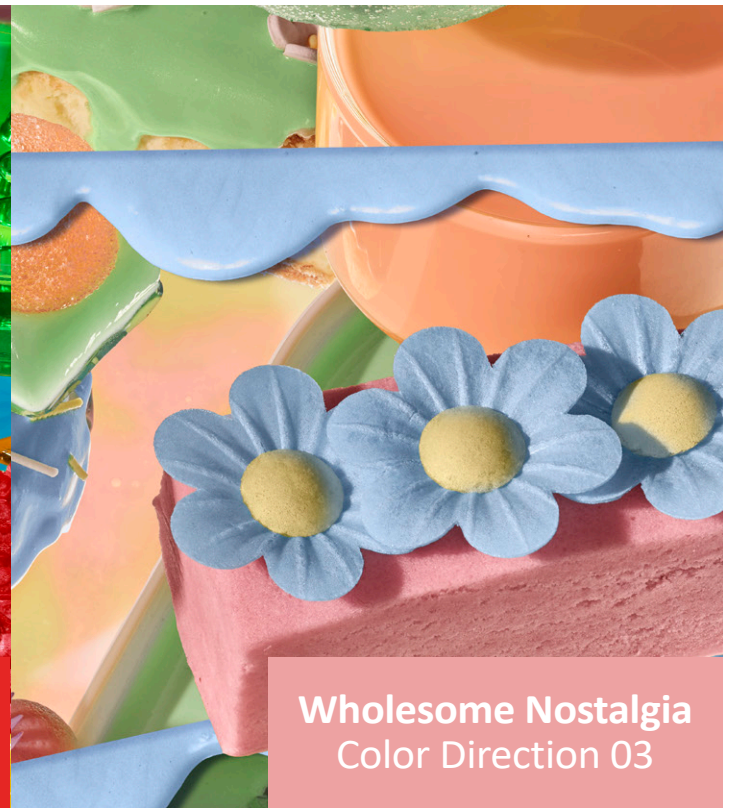
The use of visually impactful colors can help brands innovate with purpose, forge deeper connections with consumers, and champion sustainability within the food and beverage industry.



**Elevated Earth**  
Color Direction 01



**Nature Lab**  
Color Direction 02



**Wholesome Nostalgia**  
Color Direction 03





Tepache

Red Okra

Berry  
Dough

Mushroom  
Garum

Maize  
Azul

Ube  
Purple

## Elevated Earth

Earthy shades from red-browns and warm oranges to textured purples and inky teals, elevating products with an organic but premium look and feel.

Taking inspiration from the beautiful imperfections of the natural world, we celebrate the origins and textures of materials. Driven by heritage ingredients from regenerative food suppliers, nature-inspired gastronomy, and mixology, earthy colors are applied to raw, unfinished, and highly tactile surfaces. This color direction elevates food and drink categories with an organic but premium look and feel.

## Parsnip Pastrami

This is a plant-forward solution to finding ways to enhance the culinary experience and enjoyment of vegetables. Leveraging EXBERRY® colors and using culinary-driven techniques such as sous vide and cold smoking, this innovation showcases the transformation of the simple parsnip into a pioneering plant-based pastrami alternative.



## Upcycled Carrot Crackers

This concept repurposes leftover carrot pulp into a crunchy orange cracker that showcases how food waste can be transformed into a thought-provoking innovation infused with global flavors. It captures an authentic story of renewal and creative problem solving that is vibrantly optimistic.





Orange  
Gummy

Rowan  
Berry

Yuzu  
Gel

Sea  
Lettuce

Rhubarb  
Cordial

Aquatic  
Algae

## Nature Lab

Pushing the boundaries of what is considered natural and features a kaleidoscopic spectrum of green, pink, red, yellow, orange, and blue.

In this color direction, we create a new realm of extraordinary nature. We zoom into edible plant cells via a microscope to discover an invisible world of unexpected structure, shapes, and textural play.

## Pear Margarita Paleta

This innovation is a playful reinvention of the margarita mocktail, crafted with the sweetness of ripe pear juice. The hibiscus-colored rim adds an extra dimension of color, texture, and flavor, making it a visually captivating and deliciously refreshing elevated treat.



## Yuzu Umeboshi Lemonade

By pushing the boundaries of sensory stimulation, this solution features a bright citrus flavor heightened by the sweet and sour, umami-rich tang of umeboshi and the dynamic movement of swirling colors. It captures the energetic vitality of nature's boldest and most daring colors and flavors.





Lemon  
Panna  
Cotta

Cultured  
Pea

Blue Milk  
Mushroom

Miso  
Paste

Pine  
Needle  
Jelly

Magnolia  
Syrup

## Wholesome Nostalgia

Features yellows, greens, blues, peaches, and pinks that range from velvet-like to milky, translucent, muted, and dreamlike.

Due to a strong focus on community, family, and personal wellbeing, we're enjoying a resurgence of feel-good rituals such as celebratory dinner parties and idyllic picnics in the park.

## Trutzels

These treats are an inventive twist on salty-sweet indulgence. Featuring three distinct EXBERRY® colored ganache flavors—strawberry balsamic, peach bellini, and roasted pineapple—each wrapped in a crunchy marshmallow and pretzel crust before being dipped in white chocolate colored with EXBERRY® shades. It's a modern take on nostalgia, combining sophisticated flavors with the vibrant, wholesome colors of plant-based ingredients.



## Sourdough Toast Ice Cream with Ricotta and Raspberry Jam

Rooted in the timeless appeal of breakfast anytime, this comforting yet innovative ice cream uses soft textures, muted colors adorned with a hint of vibrancy, and reassuring flavors like caramelized toast to transport consumers to a reassuring time brimming with soothing memories.



## Translating insights into meaningful innovations

Join us in shaping the future of food and beverage with color at the forefront. Our team is ready to collaborate and help you innovate with color to create a brighter, more sustainable tomorrow.

To learn more about Regeneration Rising Color Insights: [Click here to watch the webinar](#)

- Explore our analysis in-depth for each color direction
- Discover how to apply these insights to your specific category needs
- Learn how these color direction solutions can transform your applications
- Find inspiration for your most creative product development ideas

**Get in touch** to start your journey with EXBERRY®  
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EXBERRY® sustainable, plant-based colors can be used to achieve a full spectrum of shades in almost any food and drink application. They are valued globally for their ease of use, brilliance and performance. With vast experience working with plant-based colors, GNT's team of specialists is on hand to offer support throughout the entire product development process: from NPD to regulatory matters.