

Strawberry Herbsaint

This concept recreates the flavors of Herbsaint, a botanical liquor with a secret recipe. Inspired by the vibrantly colored cocktails and soda machines of New Orleans, the bright pink color also comes from the region’s Pontchartrain strawberries, a seasonal favorite.

How It Was Made

Fresh strawberries were steeped with star anise and then blended to create a puree. The puree was combined with sugar, water, EXBERRY® Shade Brilliant Pink, and citric acid to create a syrup and then sparkling water was added to create a soda.

How Can A Brand Innovate With This Idea

This concept could be used to create a range of beverages, including sodas, mocktails, and mixers that cater to both alcoholic and non-alcoholic preferences. The syrup could be sold as a cocktail starter, inspiring customers to use it as a mixer for various spirits.

EXBERRY®	Notes
Shade “Brilliant Pink”, 80180004	Color added to syrup



ALLERGENS
CONTAINS MILK, EGGS

Salted Pepita Ice Cream

This concept was inspired by the different ways to use the whole pumpkin while capitalizing on the health halo effect of vegetables and seeds.



How It Was Made

Raw pepitas were roasted and blended into a creamy pumpkin seed butter, then combined with EXBERRY® Shade Lime Green to create a custard base resulting in an earthy, one-of-a-kind ice cream. The smooth pumpkin caramel swirl includes pumpkin puree that is enhanced with EXBERRY® Shade Mango Yellow, and the crunchy candied pepitas provide a nice textural contrast to the creamy ice cream.

How A Brand Can Innovate With This Idea

This concept exemplifies how vegetables can enhance a traditional flavor profile while staying true to the story a brand wants to tell. This indulgent, comforting treat with an irresistible sensory appeal provides opportunities for limited edition and seasonal flavor innovations that strike both familiarity and newness.

EXBERRY®	Notes
Shade “Lime Green”, 23600002	Color added to ice cream base
Shade “Mango Yellow”, 450005	Color added to pumpkin caramel variegate



ALLERGENS
CONTAINS WHEAT, TREE NUTS
(ALMONDS), SESAME



How It Was Made

Crispy chips similar to a fried wonton were flavored with Za'atar seasoning and colored with EXBERRY® Shade Brilliant Orange Powder. To complement it, a seasoning for half-popped corn using fresh herbs like rosemary, mint, and parsley, combined with salt and EXBERRY® Shade Bright Green MN was created. Marcona almonds were used for the third element, with a seasoning of lemon zest and EXBERRY® Shade Bright Yellow MN to balance the flavors.

Why It’s On-Trend

This concept incorporates today’s popular global flavors such as Middle Eastern spices, herbs and nuts to offer a culinary experience. “Mezze” can be the jumping off point to create a line of shareable snacks that incorporate a variety of different seasonings, colors, and textures that align with today’s latest flavor and color profiles and dining trends.

Mezze Crunch

This crunchy snack mix draws inspiration from Middle Eastern flavors, blending a variety of herbs and spices to produce a delicious and flavorful composed snack.

EXBERRY®	Notes
Shade “Brilliant Orange” Powder	Color added to Za’atar crisps
Shade “Bright Green” MN Powder	Color added to herb seasoning
Shade “Bright Yellow” MN Powder	Color added to lemon seasoning on almonds



ALLERGENS
CONTAINS MILK, WHEAT,
CEREALS CONTAINING
GLUTEN

Krazy Krunch

A colorful snack mix featuring blue popcorn, red murmura (puffed basmati rice), and orange grissini (breadsticks) celebrates the multisensory healthy hedonism trend, which emphasizes enjoying food that is both healthful and pleasurable.



How It Was Made

This concept of coated popcorn with a play on words, "Blue Cheese", was made by using white cheddar powder, salt and EXBERRY® Shade Blue Lagoon to provide a vibrant blue color from spirulina. The hot honey murmura, or puffed rice, adds a bit of spice and color with a seasoning mix of EXBERRY® Shade Red and cayenne. The smoked paprika grissini provides a nice crunch and hint of smokiness to the mix.

Why It’s On-Trend

This concept taps into the healthy hedonism snacking trend, which emphasizes the pleasure and sensory experience of eating. The blue color on the popcorn creates a fun and unexpected surprise that triggers the consumer's craving for excitement, playfulness, and joy. By using unexpected flavor sensations and capitalizing on the hot honey trend, this snack mix provides a fun pop of flavor and color that satisfies both taste and emotional cravings.

EXBERRY®	Notes
Shade “Red” MN Powder	Color added to puffed rice topical seasoning
Shade “Blue Lagoon” MN Powder	Color added to popcorn topical seasoning
Shade “Brilliant Orange” Powder	Color added to colored breadsticks