



Free From Gems and Drops

Georgia Nut is excited to announce a full line of Gems and Drops that are **Free From** Artificial Flavors and Certified Colors! This initiative is part of our continued effort to meet consumer demands for clean and recognizable ingredients.

What are “Free From” Gems and Drops?

We use vegetable and fruit extracts such as Beta-Carotene, Beet Juice, Turmeric and Spirulina to produce a product that not only tastes great, but looks great.

How will our **NEW** Gems and Drops provide value?

- **Healthy Positioning** – Using “free from” gems and drops that are free from artificial ingredients is an easy way to stay relevant in a market that is looking for clean label declarations.
- **Product Consistency for “Better for You” Lines** – These items will drive consistency across the entire product line.
- **Product Line Extensions** – Extensions have been seen industry wide and provide gateways to health-focused consumers, especially Millennials looking for minimally processed ingredients.
- **Recognizable and Simple Labels:** Consumers want simple ingredients that are easily recognized. Our colors are derived from Beta Carotene, Beet Juice, Turmeric and Spirulina or simply sourced from fruit and vegetable juice.

Is the ‘No Artificial Flavors and Certified Colors’ claim important?

1. The National Restaurant Association’s ‘What is Hot in 2015,’ natural/minimally processed ingredients are ranked as the No. 5 food trend for 2015
2. According to Innova Market Insights, a move from ‘clean’ to ‘clear’ labeling will be a key trend for 2015 as consumers, retailers, industry and regulators push for more transparency in labeling

Our New Line of Gems and Drops will include:

- Milk Chocolate Gems
- Cocoa Gems
- Semi Sweet Mini Gems
- Semi Sweet 10M Drops
- Peanut Butter Gems

Our gems and drops are perfect for any of the applications below:

- Trail Mixes
- Bakery Inclusions and Toppings – Bake Stable / Freeze Thaw Stable
- Standalone Items
- Snack Bars Toppings

