

Edi SPARKLIZ[®]
EDIBLE GLITTER

glanbia
nutritionals

**Everything you need to know
to make your product shine**



Shine Bright with EdiSparklz®

The use of bright or unexpected colors to attract consumer's attention online has created a market for colorful food and drinks that can "go viral". EdiSparklz Edible Glitter is a solution to achieve this. EdiSparklz are colorful toppings and inclusions. They are pure sparkle and magic. They come in a wide range of colors and shapes and there are several different varieties available depending on your application.

The Watson tradition continues at Glanbia Nutritionals with EdiSparklz. All of the products in the EdiSparklz product line are truly 100% edible and all ingredients comply with U.S.P., N.F., or F.C.C. specifications. EdiSparklz are allergen-free, contain no sugar or hydrogenated vegetable oil and are certified Kosher and Halal.

Varieties of EdiSparklz

Flakes

Thin and lightweight, EdiSparklz Flakes cover a lot of surface area and provide a bright pop of color. We manufacture a full spectrum of colored glitter products using standard and plant-based colorants. Flakes are available in a variety of formulations depending on your application.

Standard Colors

Made from FD&C and EU edible colorants. Available in a range of single colors and standard color blends.

Plant-Based Colors

Made with plant-based food colorants such as cabbage

juice, turmeric, cocoa and radish. Plant-based color blends are also available.

Metallic Colors

Metallic EdiSparklz were created for those looking for a product that has even more shine and shimmer. Metallic glitters are made with mica-based pearlescent pigment. Mica-based pearlescent pigment is an exempt color listed in the Code of Federal Regulations.

Shapes

Made from cutting shapes out of film, EdiSparklz Shapes are also thin and lightweight, and are available in over 40 different shapes. We manufacture a full spectrum of edible glitter shapes using standard, plant-based and metallic colorants. Colors for each shape can be customized to meet the needs of your product and objectives. Shapes are the perfect way to add extra pizzazz to themed or LTO products.



Endless Category Applications Bring Any Product To Life

Go where no sprinkle has gone before.

Innovation is at the core of what we do. Our goal is to help your product stand apart on the shelves by bringing them to the next level visually. Edisparklz can be used anywhere

that you would use traditional sprinkles, plus many places sprinkles can't go. For example, typical sprinkles are made of fat and sugar, and they will melt if added to the syrup for a hard candy. Edisparklz can take the heat. The glitter can be baked without browning or burning in temperatures up to 450°F. Also,

Edisparklz are so light, it will stick to any slightly moist surface, like the surface of a powdered sugar doughnut, cereal or chip, when sprinkles would just bounce off. These flakes and shapes are like magic.



Edisparklz Benefits

Improved Nutritional Profile

What you need in most cases from a sprinkle is color. Often sprinkles are applied to products which are already sweetened and flavored. You don't need the added sugar and fat from your sprinkles. You just need appealing, eye-catching color and that is exactly what you get from Edisparklz.

Edisparklz are a 'better-for-you' enhancement that proves healthy doesn't have to be boring. Unlike traditional sprinkles, Edisparklz contain no sugar and no partially hydrogenated vegetable oil, providing a great compliment for Keto, Paleo, Whole 30 and other nutritional lifestyle regimens. Based on a standard serving size, switching from sprinkles to Edisparklz can reduce your calories per serving by about ten calories. Edisparklz are also allergen-free and do not contain any of the ingredients that appear on the USDA Bioengineered Food list.

Plant-based Radish Red



Standard Orange



Smiley Emoji



Plant-based Turmeric Yellow



Pearlescent Green Trees



Plant-based Spirulina Blue



Standard Lavender



Pearlescent Pink Dots



Plant-based Dark Cocoa



Metallic Silver Stars



More Coverage Means More Sparkle

How much it costs for decorative topping on your product can drastically effect your bottom line. While it is easy to think that the price per pound is the greatest determining metric of cost, it is really the amount of coverage achieved. Coverage, or use rate, is how many units you can cover with a pound of product; how many cupcakes, snacks, cookies or donuts can be covered with one pound of the topping.

Traditional decorative toppings like sprinkles, nonpareils and colored sugar weigh a lot. They are heavy and bulky. EdiSparklz in comparison are thin and lightweight. A flat flake/shape means lots of surface area, providing more product per pound compared to traditional sprinkles. Think of a pound of rocks verse a pound of feathers.

One pound of EdiSparklz Flakes will cover the same amount of product (for example cupcakes, doughnuts, cakes, and candies) as 20 lbs of traditional sprinkles as a topping or 30 lbs of sprinkles as an inclusion.

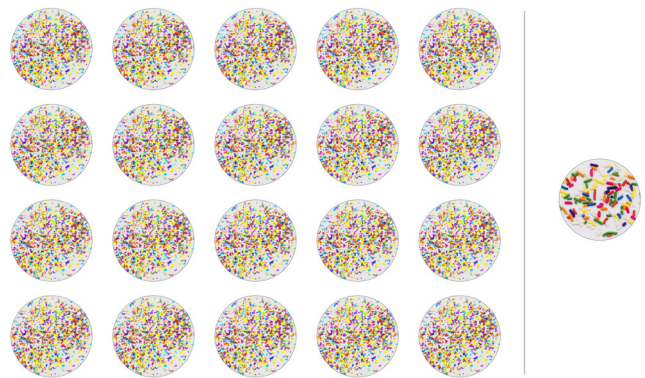
An example of how much more value you can get with EdiSparklz is to compare coverage. In the picture on the top right you will see two weighboats, each contains enough toppings to comfortably decorate a single 3" circle (think cupcake, cookie, doughnut). The weighboat on the left contains EdiSparklz and the weighboat

on the right contains sprinkles. The weighboat with EdiSparklz only weighs 0.15g while the weighboat with sprinkles weighs a whopping 3g!



0.15g of EdiSparklz vs. 3g of sprinkles

If we compare, weight for weight, EdiSparklz and sprinkles, the difference is even more extreme. Three grams of sprinkles will only cover a single circle while 3g of EdiSparklz will cover 20 circles!



3g of EdiSparklz vs. 3g of sprinkles

As you can see, coverage is an important metric to consider when calculating costs. It is not always the price per pound that determines cost, but the coverage per pound.



How are EdiSparklz Produced?

We produce EdiSparklz in our West Haven, Conn., facility. EdiSparklz Flakes are made from an aqueous solution cast onto a stainless steel belt on the production line which is milled into randomly shaped flakes and sifted to the desired mesh size. EdiSparklz shapes are made by passing the film through a die to cut out the desired shape.

Lower Costs

When you replace 20–30 lbs of traditional sprinkles or 80 lbs of sprinkle shapes with 1 lb of EdiSparklz Flakes or Shapes, you not only save on topping costs, but on freight and storage costs as well.

Thin and lightweight, shipping and storing EdiSparklz is a breeze. For example, a single pallet of EdiSparklz Flakes only weighs 576 lbs compared to the equivalent amount of sprinkles (6 pallets) which is roughly 11,520 lbs! In this example, switching to EdiSparklz flakes will lower your freight rates and save you 5 pallet spaces in your warehouse, improving your bottom line.

Instantly Instagrammable



Social media has become a key information source for consumers who want to be on the forefront of today's food trends. With 93% of consumers citing appearance as the most important purchasing factor¹, "Instagrammability" has become one of the most important metrics in modern marketing. This has led to a market focused on the use of bright or unexpected colors to attract consumer's attention, especially for seasonal and limited time only products (LTOs).

EdiSparklz look different from traditional sprinkles, lending your product a distinctive look that will help you stand out on social media. With a variety of colors and shapes available, you can easily switch colors to create all new LTO looks with limited R&D time, getting you to market faster.

References

1. Insights in Marketing, How Does Color Influence Consumer Behavior?, accessed 12 2019.



Innovation Opportunity: Breakfast Cereal

A growing number of today's consumers are looking for foods and beverages free from artificial color. In some categories, such as breakfast cereal, natural colors often become muted because of the heat encountered during extrusion. This is unappealing, especially to children who are drawn to bold, vibrant colors.

EdiSparklz plant-based colored flakes are the perfect solution. These shiny vibrant flakes are applied to the cereal after extrusion and expansion, during the coating process. The glitter adheres to the cereal piece and the plant-based colors avoid the high-heat step. Further, some plant-based colors may impart undesirable flavor in cereal. That can be minimized with EdiSparklz because less color is used, as the color is only applied to the outer surface of the cereal. Less color also provides a cost savings.

The Perfect Addition to Any Application

Want to make your product shine? Contact us about EdiSparklz



Bakery



Bars



Cereal



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