



SOLUTION INFORMATION

EdiSparklz[®]

EDIBLE GLITTER

EdiSparklz are pure sparkle and magic. Ideal for both toppings and inclusions, EdiSparklz can be used in a wide range of bakery, food and beverage applications to make your products stand out from the crowd.

We're built around you. Just add Glanbia.

Social Media is a Big Influence On Purchase Decisions¹, Creating a Market for Colorful Food and Drinks That are Eye Catching

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 factor², "Instagramability" 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). Make your next product pop with EdiSparklz edible glitter.



EdiSparklz Solutions

EdiSparklz Flakes

Thin and lightweight, EdiSparklz Flakes cover a lot of surface area and provide a bright pop of color. They have no flavor, no sweetness and no added calories. 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 & Plant-Based Flakes work well as toppings on frostings and icings, frozen treats and savory snacks and as inclusions for muffins, cookies and cakes. Flakes also work well in fillings, compound coatings for enrobing, confectionary and cereals.



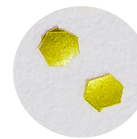
Metallic Flakes were created for those looking for a product that has even more shine and shimmer. Metallic EdiSparklz are made with mica-based pearlescent pigment and work well as toppings on frostings, icings, frozen treats and savory snacks. Flakes also works well as inclusions for muffins, cookies cakes fillings, compounds coatings for enrobing, confectionary and cereals.

EdiSparklz Shapes

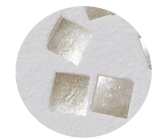
Made from cutting shapes out of film, EdiSparklz Shapes are also thin and lightweight, and are available in over 40 different shapes. We manufacture a full spectrum of edible glitter shapes using standard, plant-based and metallic colorants. They have no flavor, no sweetness and no added calories and work well as toppings. Some of our most popular shapes include:



HEARTS



HEXAGONS



SQUARES



STARS



TREES

Product Benefits

Formulation Advantages:

- Bake and freeze thaw stable; it will not melt, lose its color and holds up to the baking and extrusion process.
- Will stick to any slightly moist or oily surface

Lower Cost: Thin and lightweight flakes translate to cost savings, achieving more surface area per pound of product than sprinkles.

Unique Appearance: Perfect for fast and attractive LTO's that display well on social media or against competitors.

FORMULATION EXPERTISE

We make nutrition delicious. Collaborate with us to meet trends in baked goods. Our R&D team is available to advise on custom formulations that can enhance texture, flavor and nutrition.

Improved Nutritional Profile: EdiSparklz are allergen free and does not contain sugar, hydrogenated vegetable oil and any ingredients that appear on the USA Bioengineered Food list. Will not negatively impact your label. A great compliment for keto, paleo, Whole 30 and other nutritional lifestyle regimens.

Quick R&D Turnaround. Once you have added EdiSparklz it is easy to change your look, just swap for a different colored glitter for a whole new look without added R&D time.

MEET LABEL REQUIREMENTS

- Kosher
- Non-GMO
- Gluten-free
- Halal



1. Lightspeed/Mintel. Social media sets tone for color in the US. June 2019. 2. Insights in Marketing, How Does Color Influence Consumer Behavior?, accessed 12 2019