

Clean label ingredients

Insights

Free from unwanted ingredients (e.g. E ingredients)

36% of Europeans worry about food additives and demand products with natural, minimally processed ingredients, no unnecessary additives, and understandable simple labels.



Chemical free preservatives

Nutek Natural Ingredients

Clean label and the same functionality and taste as synthetic preservatives



Organic natural flavours

SélectArôme

A wide range of natural and organic flavours



E-number free colours

Bombasei Decor (BColors)

Natural food colours derived from 100% fruits, vegetables and edible plants

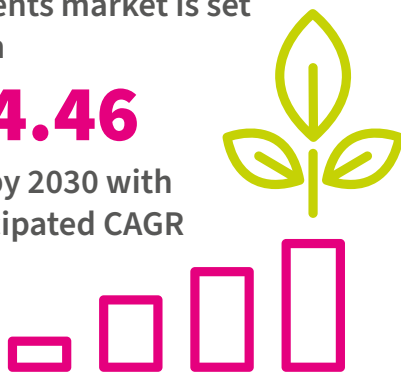
Why clean label matters

The clean label market is growing

The global clean label ingredients market is set to reach

\$ 44.46

billion by 2030 with an anticipated CAGR of 8.9%



Healthy, natural and overall perceived as wholesome

According to Mintel,

46% of UK consumers associate clean label products with “good for you” and

25% with “highly nutritious”



1·2taste

Sources EFSA: Food safety in the EU 2022 • IFIS: Do we know what “clean label” food products are? • 1-2-Taste

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