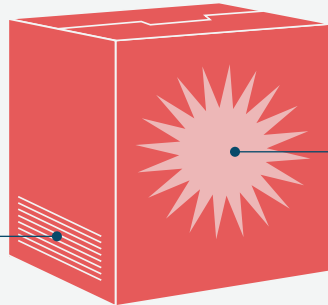


Clean Labels

What are they?

Companies are increasingly responding to consumer demands for products free of artificial, and potentially unsafe ingredients by offering “clean-label” products.

Ingredients: more familiar,
fewer artificial



There is no official definition of
“clean label” (unlike organic)

Claims like “no preservatives,”
“free from artificial colors and flavors,”
“only natural ingredients”

Who has them?

Supermarket brands like

- Aldi’s SimplyNature
- Giant Food’s Nature’s Promise Free from
- Kroger’s Simple Truth
- Supervalu’s Wild Harvest
- ShopRite’s Wholesome Pantry

- Food Lion’s Nature’s Place
- H-E-B’s Select Ingredients
- Meijer’s True Goodness
- Target’s Simply Balanced
- Stop & Shop’s Nature’s Promise Free from

have eliminated *many* specific chemicals



Restaurants like

- Chipotle Mexican Grill
- Panera Bread
- Noodles & Company
- Papa John’s

have eliminated *many* specific
chemicals from *most* products



Supermarkets like

- Whole Foods and
- Trader Joe’s

have *store-wide* programs eliminating chemicals



Manufacturers like

- Campbell’s
- Kellogg
- General Mills
- Nestlé USA

have eliminated *some* artificial ingredients



Manufacturers like

- Larabar
- Panera At Home
- That’s It

have eliminated *many* artificial ingredients

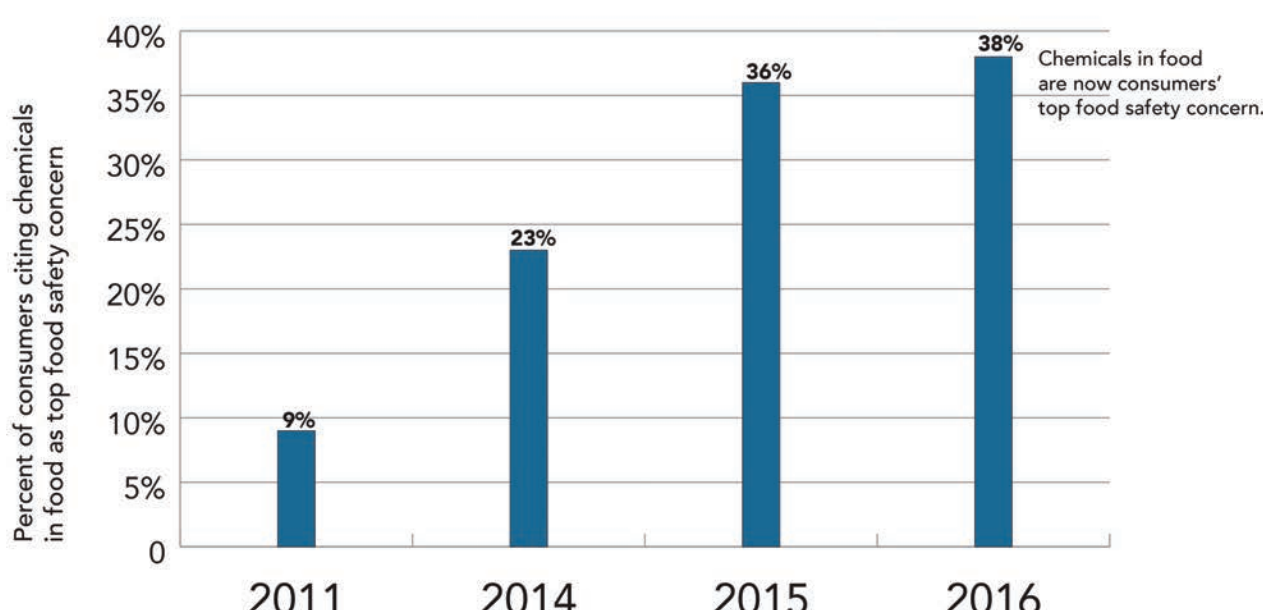


Why?

Interest in healthy eating



A response to consumer concerns about chemicals in food



Source: International Food Information Council. Food and Health Surveys 2011, 2014, 2015, 2016.

Growing awareness of flaws in system intended to ensure safety

- Inadequate testing 
- Inadequate FDA oversight and action 
- Cancer-causing chemicals in food (Red 3, BHA, some artificial flavors) 

Did you know?

Clean label companies eliminate many worrisome ingredients

Clean label foods may not be short or simple

- Kroger’s Simple Truth Fudge Graham Nutrition Bar lists six forms of sugar alone, in a long list of ingredients:

INGREDIENTS: SOY CRISPS (SOY PROTEIN ISOLATE, TAPIOCA STARCH, SALT), SUGAR, CORN SYRUP, HIGH MALTOSA CORN SYRUP, MILK CHOCOLATE DROPS (SUGAR, WHOLE MILK POWDER, CHOCOLATE LIQUOR, COCOA BUTTER, MILK FAT, SOY, LECITHIN (EMULSIFIER), NATURAL VANILLA FLAVOR), PALM KERNAL OIL, MALTODEXTRIN, WHY PROTEIN CONCENTRATE, WATER, MARSH-MELLOW PIECES (SUGAR, CORN STARCH, FRUCTOSE, SOYBEAN OIL, CORN SYRUP SOLIDS, NATURAL FLAVOR, SALT, SOY LECITHIN), COCOA POWDER, GLYCERIN, CRYSTALLINE FRUCTOSE, WHEY POWDER, NONFAT DRY MILK, SUNFLOWER OIL, NATURAL FLAVOR, VITAMIN AND MINERAL BLEND (TRICALCIUM PHOSPHATE, ASCORBIC ACID, FERROUS FUMARATE, D-ALPHA TOCOPHERYL ACETATE, NIACINAMIDE, ZINC OXIDE, COPPER GLUCONATE, D-CALCIUM PANTOTHENATE, VITAMIN A PALMITATE, PYRIDOXINE HYDROCHLORIDE, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID, BIOTIN, POTASSIUM IODIDE, CYANOCOBALAMIN), SOY LECITHIN, XANTHAN GUM, MILK PROTEIN ISOLATE, WHEAT GERM, PEANUT FLOUR, ALMOND MEAL. CONTAINS MILK, PEANUTS, SOY, ALMONDS, AND WHEAT. MAY CONTAIN EGG CASHEWS, COCONUT, MACADAMIA NUTS, PECANS, AND WALNUTS.

Clean label restaurants still serve drinks with unwanted ingredients

such as synthetic dyes, high levels of sweeteners, artificial sweeteners such as aspartame, and more

Clean label ≠ healthy

- Whole Foods 365 Cola has more sugar than Coke or Pepsi (more than you should eat in a day)
- Panera Bread Bistro French Onion soup is loaded with sodium and saturated fat (85% of the daily sodium limit and half a day’s worth of saturated fat)



Some unfamiliar ingredients are safe

- Calcium propionate, ethyl vanillin, calcium stearoyl lactylate



Some familiar ingredients aren’t safe

- too much added sugar and salt cause more harm than all other additives combined