



# Clean label flavors

Why are we going from a trend to a standard?

## Why is it so important to have clean label flavors nowadays?

Let's start with a reminder of our definition for clean label. As the concept of clean label is not regulated, it has no precise definition. It is more broadly defined by key principles such as **transparency, naturalness and sustainability**. The nutritional quality of the products is also taken into account. In practice, clean label is applied through a **simplification of recipes** in which additives and other allergens are removed from the composition of products, and packaging contains clear and simple language.

To keep up with consumer demands

As **consumers** shape the market and product offers, we have incorporated clean label in response to their demands. Customers who have become more well-informed about the **composition of products** are fleeing those that contain potentially toxic additives. They are instead looking for natural products with a clear and transparent composition and have increasingly become more reliant upon the claims appearing on the products, which is reflected in an increase in labels reading "free," "sugar free," and "additives free." **Organic products** have thus become more and more popular. According to a study by the New Hope Network, the sale of organic products increased by 6.6% in the United States in 2018.

To meet all these demands and remain competitive, manufacturers are switching to clean labels across all sectors.

It has impacted all parts of the market

All sectors are concerned by clean label including the food industry, food supplements, beverages, and the sports nutrition sector. New products are **designed around clean labels** and old formulas are modified. However, modifying an existing product can pose a challenge as it is necessary to maintain shelf life and to preserve the organoleptic properties.

All of these changes reflect an ethical and societal commitment. The flavor sector plays a major role in this change. We have solutions to help brands clean up their product labels with natural and organic flavors without sacrificing taste.

Beyond the clean label, "clean taste" is also a top priority of ours.

## How have we responded to the clean taste challenge?

By developing natural and organic flavors

The composition of natural flavors is simple: they are made from ingredients that come from nature. Natural flavor profiles and aromas therefore originate from a **product that exists naturally** and is transformed to extract its flavor components. In response to the clean taste challenge, we provide you with **natural** and **organic** flavors. This is the first step towards clean label.





OSF FLAVORS

By expanding our range of **natural molecules**, we have made it possible to create natural flavors that are not just the basic chocolate, vanilla and strawberry.

As a result, we have been able to answer the clean label challenge while keeping up with the industry's biggest trends:

“Childhood-inspired flavors” (milk and cereal, ice cream, birthday cake ...)

Summer flavors (mojito, passion fruit, daiquiri, margarita)

“Healthy” flavors (berries, mocha, green tea..)

Comforting flavors (cookies n' cream, tiramisu, chocolate brownie...)

By improving the taste of Vegetarian and Vegan products

Flexitarianism, veganism and vegetarianism are gaining ground and triggering the **emergence of new needs and new demands**. Considerations related to climate change, awareness of the ecological impact of livestock farming, and animal welfare concerns are prompting people to question their meat consumption, which has led many to rebalance their protein intake between both animal and vegetable proteins. Today, we are all responsible for our consumption patterns and their consequences.

Since **protein sources** are still essential, the supply and demand of plant-based alternatives are becoming increasingly diversified. Soya, pea, brown rice, super mushrooms, microalgae, pulses are just a few examples of the vast selection of alternatives from which consumers can choose!

However, there are often consumer complaints related to the strong aftertaste associated with some plant proteins. **We have a solution for that:** We have developed natural flavors to mask these off-flavors and thus support our customers in the development of new products based on plant proteins. It is possible today to drink a plant-based protein drink without the bitter off-notes. This is our role in the Better Eating Challenge.

By choosing the right partners

At OSF Flavors, we have been developing solutions for more than 30 years to accompany you towards cleaner products. For that, we pay particular attention to our sourcing and the choice of our partners. When it comes to selecting our ingredients, quality and naturalness are constant priorities.

OSF Flavors has also taken its clean label initiative to another level. By “clean label” we also mean a clean and sustainable way of creating and manufacturing our products. **Renewable solar power is the only source of electricity we use to power our production facility.**

We also offer Organic Certified flavors. Our Organic flavors are certified by QAI: Quality Assurance International. This international organic certification body is accredited by the US Department of Agriculture (USDA), which operates in the USA, Canada, Latin America, the European Union and Japan.

I believe that we all have a role to play in the challenges of the clean label. We also play a part in encouraging our consumers to **eat better**, and to do so, they should not have to sacrifice eating what's good for them and what tastes good. It is therefore our job to bring them products that are both.