



**CLEAN LABEL:  
Mythbusting Edition**

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**Agenda**

- What does 'Clean Label' mean *this year*?
- Labeling confusion
- Changing demographics means changing expectations
- Q&A / Discussion



**What Is 'Clean Label'?**

- There still is confusion among consumers on what the term *actually* means
- But there is no official definition which just fuels the common misperceptions
- However, consumers say it involves:
  - *Simple, easy-to-understand ingredients*

Source: Internal AB Mauri research



**Traditional Bakery Ingredients**

- Chemical-sounding ingredients utilized in baking are the first to be targeted
  - *Sodium stearoyl lactylate (SSL)*
  - *Diacetyl tartaric acid esters of mono-diglycerides (DATEM)*
  - *Propylene glycol monoesters*
  - *Potassium sorbate*
  - *Azodicarbonamide (ADA)*
  - *& more*




### 'Clean Label' Morphs Into 'Free-From'

Source: Euromonitor International

### Euromonitor's View Of 'Clean Label'

- Underlying trends include:
  - Naturally-sourced
  - Shorter & recognizable
  - Absence of 'artificial' or 'chemical'
  - Nothing unnecessary
  - Sustainable & ethical
  - Minimally processed

Source: Euromonitor International

### 'Clean Label' Today

Consumer expectations moving beyond the label by Keith Nunes Food Business News November 2019

### Certifications Don't Always Offer Clarity

### (3) Levels Of Organic



- 100 Percent Organic
  - 100% of ingredients are certified as Organic
- Organic
  - At least 95% certified Organic ingredients are used
  - Specific non-Organic ingredients can be used up to a combined 5% of non-organic content
- Made w/ Organic Ingredients
  - At least 70% certified Organic ingredients are used
  - BUT NO INGREDIENT PRODUCED VIA RECOMBINANT DNA MODIFICATION CAN BE USED FOR ANY OF THE ABOVE**



### The Demographics Of 'Clean Label'

- Millennials are more likely to pay for quality & authenticity
- Younger generations question certification and ask for transparency
- Younger consumers are more nuanced in their views on clean label
- Biotechnology not off the table
- Story and context are drivers for younger consumers



- Millennials: 73 million
- Baby Boomers: 72 million



### Food Technology Isn't Always Negative. . .

As new food technologies arise, younger generations such as Millennials & Gen Z\* are:

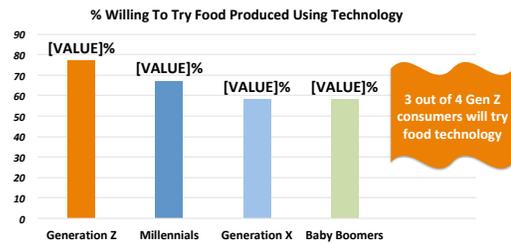
- More open to these new advancements
- More quickly embrace these technologies
- More willing try technology-produced foods
- More agreeable to scientifically-supported info

*Reminder: Gen Z consumers were born between 1995 and 2010; Millennials were born between 1981 and 1994*

Source: Ketchum Food Tech Consumer Perception Study, 2019



### What Each Demographic Is Saying



Source: Ketchum Food Tech Consumer Perception Study, 2019



## Some Key Takeaways

- Food manufacturers should introduce food technology to consumers using both:
  - *Scientifically-supported information*
  - *Emotion to maximize buy-in before product launch*
- Nearly 3 out of 10 Millennials & Gen Z consumers are 'Food eVangelists':
  - *Influencers in community & social media who have an impact on how food is raised, packaged & sold*

Source: Ketchum Food Tech Consumer Perception Study, 2019



## Q&A / Discussion

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