



Clean Label Solutions



Clean(er) Label, Clear(er) Success!

Clean Label is a term widely used in the industry; however, it lacks a regulatory definition. The consensus is that clean label products should have a **short list of familiar ingredients**. At Puratos, we have adopted the term '**Clean(er) Label**' (CL) to emphasize our commitment to **ongoing improvement** rather than a final state.



**Consumers
care about
ingredients**

50% of US consumers believe that the most important packaging information is the ingredients used in the product *



Clean label is profitable!

1 in 2 consumers would be willing to **pay more** for a product with a **"clean label"** **

Sources:

*Taste Tomorrow

**Innova Health & Nutrition Survey 2023

CL at Puratos

At Puratos, every ingredient **has its reason**. Thanks to our **finished good approach**, we can help you create **shorter, clearer, and cleaner ingredient lists** for your finished products.



[Discover inspiring recipes](#)



Puratos CL Highlights

- ✓ No Bleached Flour
- ✓ No Artificial Preservatives
- ✓ No Artificial Flavors or Colors
- ✓ No High Fructose Corn Syrup
- ✓ No Partially Hydrogenated Oils
- ✓ No Titanium Dioxide
- ✓ 0g Trans Fat

Our CL products are compliant with Wholefoods' no-no list. Looking to remove additional ingredients? We'd be happy to tailor our CL solutions to your specific needs.



Discover our full
CL range



Fruit fillings



Cake, brownie,
and cookie mixes



Icings and
frostings



Cake
improvers



Egg wash
alternatives



Chocolate



Custard
mixes



Glazes



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