



Label-
Friendly
Solutions

Going label-friendly?

Let our experience be your guide.

Cargill[®] Helping
the world
thrive

Label-friendly presents significant growth opportunities

Over the past decade, consumer interest in label-friendly foods and beverages has soared – rapidly transforming a trend into the new standard. A global research firm estimated 2015 sales of clean label products to be as high as \$165 billion in North America alone – with a conservative forecast of growth to \$180 billion worldwide by 2020.¹ Brands large and small are making moves to meet the demand. But what does “label-friendly” really mean?

66%

of Americans seek product claims which avoid negatively perceived ingredients.²

Simplicity, transparency, trust

While the clean label concept is not specifically defined, or regulated, it encompasses a number of generally agreed-upon criteria, largely driven by consumer perceptions about ingredients and how they are processed. A specific product is more likely to be considered label-friendly if the ingredients are:

- Fewer in number
- Recognizable and pronounceable
- Natural vs. artificial
- Non-GMO
- BPA-free
- Sustainable

Developing or reformulating foods and beverages to increase their label-friendly appeal presents an opportunity to gain consumer trust through ingredient transparency. Since consumers are willing to pay more for simplicity and transparency, it's an opportunity to enhance your profitability.

Partner with Cargill for label-friendly expertise

While the movement toward clean eating may seem like a relatively new idea, Cargill has been developing label-friendly innovations for more than 15 years. In fact, we have successfully developed label-friendly solutions for virtually every application, including beverages, packaged food, dairy, confectionery, bakery, snacks and more. As a global ingredient leader, Cargill offers an extensive portfolio of label-friendly ingredient solutions to meet your formulation goals for sugar reduction, non-GMO, organic and beyond – together with proven application expertise to successfully tailor solutions to your unique challenges and goals.

“There isn’t an application for which we haven’t developed some kind of label-friendly solution.”

*Brent Rogers, Technical Services
Leader in the Americas for Cargill
Starches, Sweeteners & Texturizers*

SOLUTION SPOTLIGHT:

Sugar Reduction

*Complete solutions.
Sweet results.*

Increased Label Claims

(2011-2015⁴)



One key area where consumers are seeking to change their eating habits is in sugary foods and beverages. In fact, a recent study found that 76% of respondents said they were trying to limit or avoid sugars in general.³

Cargill is a global innovator in sugar reduction solutions, particularly around stevia. Our food scientists invested more than 150,000 hours studying the stevia leaf to develop sweeteners with the optimal balance of sweetness and taste. Cargill's deep stevia knowledge, together with a comprehensive portfolio of specialty ingredients and texturizing solutions, offers a central resource for product innovation and reformulation.

Our sugar reduction portfolio encompasses zero-calorie sweeteners, texturizing solutions and complementary ingredients. Key ingredients include:

- **ViaTech® Stevia Sweeteners** – High-performance ingredients that help food and beverage manufacturers achieve optimal taste and sweetness at higher usage levels
- **Zerose Erythritol** – A natural*, zero-calorie bulk sweetener that looks and tastes like sugar
- **Oligo-Fiber® Chicory Root Fiber** – A naturally sourced* fructan extracted from chicory root that offers many functional and health benefits

SOLUTION SPOTLIGHT:

Custom Texturizing Systems

*Simplify your ingredients.
And your process.*

While consumers are seeking simplicity and clarity in their ingredients, the label-friendly journey can seem like a complicated one for food manufacturers. While label-friendly preferences may dictate less of certain ingredients, consumers don't expect to compromise on taste or sensory enjoyment.

Cargill Custom Texturizing Systems help simplify label-friendly formulation with complete, custom-tailored ingredient systems. Rather than sourcing, managing and measuring multiple ingredients from a host of different suppliers, turn to our experts for a solution that is optimized for your application. Our customized solution can increase speed to market and improve product performance while reducing supply chain risk and saving you valuable time and money.

Cargill provides Texturizing System solutions in a broad range of categories, from dairy, bakery and fruit prep to beverages, confectionery and convenience foods. We can help solve formulation challenges and/or replace ingredients to arrive at a label-friendly solution utilizing a comprehensive portfolio of ingredients including:

- Starches
- Hydrocolloids
- Emulsifiers
- Standardizing agents
- Sweeteners
- Fibers
- Vitamins & minerals

Turn label-friendly into
a growth opportunity.
Talk to us.

www.cargill.com/labelfriendly

866-456-8872



SOURCES:

¹ Euromonitor International, "Increasing Consumer Confidence and Driving Value Through Clean Label Claims Globally"; March 2017

² SHS FoodThink, Snacker Nation 2015

³ IFIC 2017 Food & Health Survey.

⁴ www.foodnavigator-usa.com

*FDA does not define natural. Contact Cargill for source and processing information.

The labeling, substantiation and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulation prior to making labeling claims and decisions.

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