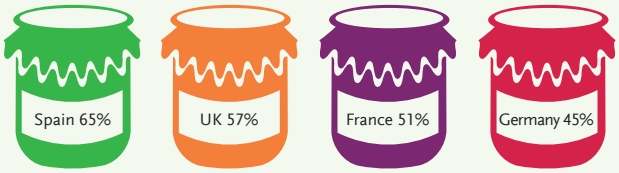
Clean label is the new natural

There is no legal or regulatory definition for “clean label”. Clean label is defined by consumers and stakeholders, and has multiple dimensions for its many connotations. From a consumer perspective, clean label implies transparency around the ingredients contained within a product, but can be considered to cover various aspects from easy-to-understand and recognisable ingredients, avoiding unwanted ingredients or additives, through to sustainable sourcing.

However, it is generally agreed that clean label may be used in reference to foods that are minimally processed; devoid of artificial flavours, artificial colours and synthetic additives; and absent of any unexpected allergens.

Manufacturers who can highlight the naturalness and origins of their products will be at an advantage, as consumers increasingly make food choices based on reading ingredients’ labels.

Today‘s consumers are increasingly **looking** at the **label before buying** food and drink products (BENEO)



By working with experienced food ingredients’ companies such as BENEO, manufacturers can tap into this growing consumer demand for clean label products. BENEO is utilizing the unique properties of rice starch given by nature e.g. high starting gel point or small starch granule size for its native rice starch. The company has a versatile product portfolio of native rice starches including also variants that show high stability under demanding processing conditions such as low pH, high temperature or high shear enabling manufacturers all over the world to go for cleaner labels.

Market examples



Panzani All Natural Pasta sauce, Belgium

Tomato pulp (tomato pieces and concentrate (67%)), water, onions (9%), carrots (3.5%) extra virgin olive oil (2.5%), salt, sugar, rice starch, basil, garlic, natural pepper flavour, natural oregano flavour, natural laurel flavour, natural onion flavour, natural thyme flavour Mintel



Molkerei Biedermann Swiss Permium Sheep’s Quark with Mango, Switzerland

Quark (pasteurised homogenised sheep’s milk (Switzerland)), mango (10%) (Asia), raw cane sugar (South America), rice starch (EU) lemon juice from concentrate (EU) Mintel

Every third new product launch in bakery, dairy or sauces and seasoning has a natural claim. Mintel





Clean label ingredients are **key** drivers to purchases.

“Rice starch gives creaminess and crunchiness as well as body and stability. Its **high versatility** makes BENEO’s rice starch **the clean label texturizer of choice** in dairy, confectionery and bakery, as well as savoury products. It combines the best of both worlds - **natural and indulgent**.”

Marc-Etienne Denis, CMD Specialty Rice Ingredients at BENEO



of **European consumers regard** rice starch as **natural** (BENEO)

MINTEL

contact@beneo.com
www.beneo.com
Follow us on:

beneo
connecting nutrition and health

infographic_clean_label_rice_starch_EN_201703_print