



# CLEAN LABEL GUIDELINE

## WHAT DOES CLEAN LABEL MEAN?

Clean Label is a common industry term used to describe foods and beverages that are free from artificial ingredients or synthetic chemicals. This widespread, consumer-driven trend stems from a greater need for transparency – **people are looking for ingredients that are familiar, recognizable and easy to understand.**

# 69%



of consumers look for products containing only ingredients they recognize



# 5 YEARS

Clean Label foods and beverages drove **all grocery channel dollar growth** in the last



# 68%

of consumers are willing to pay more for products without undesirable ingredients

Rich Products has  
**650+ Clean Label products**  
like desserts, pizzas and more

## RICH WITH STRATEGIC SOLUTIONS.

With us, you can feel confident inviting your customers to take a closer look. Rich's has kept pace with this trend by offering a large and evolving portfolio of products that meet our Clean Label Guideline to still deliver the same taste, performance and ease of use you count on.

## OUR PROGRESS, IN MOTION.

Rich's Clean Label Guideline includes two distinct levels of ingredient restrictions based on customer and consumer needs.

### BASELINE CLEAN LABEL INGREDIENT RESTRICTION GUIDELINE

The entry point for Clean Label, restricting the use of sensitive ingredients such as artificial colors, flavors and sweeteners, high fructose corn syrup and hydrogenated oils.

### SUPERIOR CLEAN LABEL INGREDIENT RESTRICTION GUIDELINE

An expansion on Baseline and aligned with the highest level of market expectations, restricting more than 70 sensitive ingredients such as bleached flour, MSG and added sulfites.





# INSIDE CLEAN LABEL

Our Clean Label Guideline is updated quarterly to ensure the restrictions are reflective of market demands related to sensitive ingredients and evolving trends.

These measures make sure consumers can continue to embrace our initiatives for transparency – while you watch your sales grow.

## BASELINE CLEAN LABEL INGREDIENT RESTRICTION GUIDELINE

The entry point for Clean Label which is in alignment with the most common and basic ingredient requirements.

**Products can not contain the following:**

- |                       |                          |                                    |                      |
|-----------------------|--------------------------|------------------------------------|----------------------|
| 1. ADA                | 4. Artificial Sweeteners | 7. Caramel Color                   | 9. Hydrogenated Oils |
| 2. Artificial Colors  | 5. BHA/BHT               | 8. High Fructose Corn Syrup (HFCS) | 10. L-Cysteine       |
| 3. Artificial Flavors | 6. Bromate               |                                    | 11. MSG              |

## SUPERIOR CLEAN LABEL INGREDIENT RESTRICTION GUIDELINE

An expansion of Baseline restrictions that meet the highest level of market expectations.

**Products can not contain the following:**

- |                                 |  |  |                                  |
|---------------------------------|--|--|----------------------------------|
| 1. ADA                          | 23. Carmine/Cochineal  | Acids, Lactic Acid   | 54. Polydextrose                 |
| 2. Aluminum Leavening           | 24. Cyclamates   | Esters of Mono- and Diglycerides of Fatty Acids, Tartaric Acid | 55. Polysorbate 20/40/60/65/80   |
| 3. Ammonium Chloride            | 25. Dimethylamine  | Esters of Mono- and Diglycerides of Fatty Acids, DATEM         | 56. Potassium Hydroxide          |
| 4. Antibiotics                  | 26. Dimethylpolysiloxane   |  | 57. Propionates                  |
| 5. Artificial Colors            | 27. Dioctyl Sodium Sulfosuccinate  | 39. Hepta & Hexa- and Octa-esters of Sucrose                   | 58. Propyl Gallate               |
| 6. Artificial Fats              | 28. Disodium Guanylate   | 40. High Fructose Corn Syrup                                   | 59. Propylene Glycol             |
| 7. Artificial Flavors           | 29. Disodium Inosinate   | 41. Hydrogenated Oils  | 60. Propylene Oxide              |
| 8. Artificial Sweeteners        | 30. Disodium Succinate   | 42. Hydroxypropyl Guar Gum                                     | 61. Propylparaben                |
| 9. Astaxanthin                  | 31. EDTAs  | 43. L-Cysteine   | 62. Sodium Diacetate             |
| 10. Autolyzed Yeast Extract     | 32. Erythorbic Acid  | 44. Methyl Silicon   | 63. Sodium Ferrocyanide          |
| 11. Bentonite                   | 33. Ester Gums   | 45. Methylene Chloride   | 64. Sodium Lauryl Sulfate        |
| 12. Benzoates                   | 34. Ethanol/Ethyl Alcohol  | 46. Microparticulated Whey Protein (Simplese)                  | 65. Sorbates                     |
| 13. Benzoyl Alcohol             | 35. Ethylene Oxide   | 47. Modified Food Starch                                       | 66. Sorbic Acid                  |
| 14. Benzoyl Peroxide            | 36. Ethoxyquin   | 48. Mono and Diglycerides                                      | 67. Sorbitan Monostearate        |
| 15. BHA/BHT                     | 37. Glycerol Ester of Wood Rosin   | 49. MSG  | 68. Stannous Chloride            |
| 16. Bisulfites/Bisulfates       | 38. Glycerol Esters of Fatty Acids (Acetic Acid Esters of Mono- and Diglycerides of Fatty Acids, Citric Acid Esters of Mono- and Diglycerides of Fatty | 50. Natamycin  | 69. Stearoyl Lactylate (SSL/CSL) |
| 17. Bleached Flour              |  | 51. Nitrites/Nitrates  | 70. Sucroglycerides              |
| 18. Bromate                     |  | 52. Oxystearin   | 71. Sulfites (added)             |
| 19. Brominated Vegetable Oil    |  | 53. Paraben  | 72. TBHQ                         |
| 20. Calcium Peroxide            |  |  | 73. Titanium Dioxide             |
| 21. Caprocarylobehenin/Caprenin |  |  |                                  |
| 22. Caramel Color               |  |  |                                  |

**IT'S JUST ANOTHER WAY THAT WE CONTINUE GOOD WORK, IN PROGRESS.**

For additional information, please contact:

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