



# INGREDIENTS YOU TRUST.

## RICH'S CLEAN LABEL GUIDELINE

### WHAT DOES CLEAN LABEL MEAN?

Clean Label is a common industry term used to describe foods and beverages that do not contain 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.**

Qualities such as

### 'TRUST

#### HOW IT IS MADE'



and 'clean label' are increasingly important.<sup>1</sup>

## NEARLY 2 IN 3

consumers said that clean labels had at least some impact on their purchasing decisions.<sup>2</sup>



## 50%

of consumers say they would pay more for clean label.<sup>2</sup>

Rich Products has **900+ 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 and 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 sorbates.



<sup>1</sup> Kantar, 2023    <sup>2</sup> Innova, 2023



# 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*                  | 5. BHA/BHT            | Syrup (HFCS)         | 12. Partially Hydrogenated Oils* |
| 2. Artificial Colors     | 6. Bromate*           | 9. Hydrogenated Oils | 13. Red 3*                       |
| 3. Artificial Flavors    | 7. Caramel Color*     | 10. L-Cysteine*      | 14. Titanium Dioxide*            |
| 4. Artificial Sweeteners | 8. High Fructose Corn | 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   | Esters of Mono- and Diglycerides of Fatty Acids, Tartaric Acid | 55. Polydextrose                 |
| 2. Aluminum Leavening            | 24. Cyclamates  | Esters of Mono- and Diglycerides of Fatty Acids, DATEM)        | 56. Polysorbate 20/40/60/65/80   |
| 3. Ammonium Chloride             | 25. Dimethylamine   | 39. Hepta & Hexa- and Octa-esters of Sucrose                   | 57. Potassium Hydroxide          |
| 4. Antibiotics                   | 26. Dimethylpolysiloxane  | 40. High Fructose Corn Syrup                                   | 58. Propionates                  |
| 5. Artificial Colors             | 27. Dioctyl Sodium Sulfosuccinate   | 41. Hydrogenated Oils  | 59. Propyl Gallate               |
| 6. Artificial Fats               | 28. Disodium Guanylate  | 42. Hydroxypropyl Guar Gum                                     | 60. Propylene Glycol             |
| 7. Artificial Flavors            | 29. Disodium Inosinate  | 43. L-Cysteine*  | 61. Propylene Oxide              |
| 8. Artificial Sweeteners         | 30. Disodium Succinate  | 44. Methyl Silicon   | 62. Propylparaben                |
| 9. Astaxanthin                   | 31. EDTAs   | 45. Methylene Chloride   | 63. Red 3*                       |
| 10. Autolyzed Yeast Extract      | 32. Erythorbic Acid   | 46. Microparticulated Whey Protein (Simplese)                  | 64. Sodium Diacetate             |
| 11. Bentonite                    | 33. Ester Gums  | 47. Modified Food Starch                                       | 65. Sodium Ferrocyanide          |
| 12. Benzoates                    | 34. Ethanol/Ethyl Alcohol   | 48. Mono and Diglycerides                                      | 66. Sodium Lauryl Sulfate        |
| 13. Benzoyl Alcohol              | 35. Ethylene Oxide  | 49. MSG*   | 67. Sorbates                     |
| 14. Benzoyl Peroxide             | 36. Ethoxyquin  | 50. Natamycin  | 68. Sorbic Acid                  |
| 15. BHA/BHT                      | 37. Glycerol Ester of Wood Rosin  | 51. Nitrites/Nitrates**  | 69. Sorbitan Monostearate        |
| 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 Acids, Lactic Acid | 52. Oxystearin   | 70. Stannous Chloride            |
| 17. Bleached Flour               |   | 53. Paraben  | 71. Stearoyl Lactylate (SSL/CSL) |
| 18. Bromate*                     |   | 54. Partially Hydrogenated Oils*                               | 72. Sucroglycerides              |
| 19. Brominated Vegetable Oil     |   |  | 73. Sulfites (added)             |
| 20. Calcium Peroxide             |   |  | 74. TBHQ                         |
| 21. Caprocaprylobehenin/Caprenin |   |  | 75. Titanium Dioxide*            |
| 22. Caramel Color*               |   |  |                                  |

\* These ingredients are included in Rich's Banned Ingredient Policy which restricts usage across the entire portfolio.

\*\* Does not include Thiamine Mononitrate found in Enriched Flour.

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

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