

Cost Implications of Ingredient Replacement

Ingredient Category	Artificial Ingredients	Clean Label Alternative	Cost Implications ¹
Sweeteners	Sucralose, Ace-K	Stevia, Monk fruit	\$18-\$85/kg vs. \$132/kg
Preservatives	Sodium benzoate, potassium sorbate	Hot-fill or aseptic processing and/or packaging or refrigerated supply chain	<ul style="list-style-type: none">• Higher MOQs²• Increased packaging costs• Cold-fill PET - \$0.15• Hot-fill PET - \$0.20• Aseptic HDPE - \$0.25
Colors	Red 40, Yellow 5, Blue 2	Carotenoids (annatto, beta carotene), anthocyanins (beet juice, berry extracts), paprika, turmeric, spirulina	<ul style="list-style-type: none">• \$5.02/gal per \$26.40/gal (Beet Juice)• Need to use more "natural" color

NOTE: 1 PRICES NOTED ARE APPROXIMATIONS AND WILL VARY FROM SUPPLIER TO SUPPLIER.
2 MOQ - MINIMUM ORDER QUANTITY

SOURCE: WILL LENNON, COO, IMBIBE/2018 CLEAN LABEL CONFERENCE