



Holistic Formulation Approach for Clean Label

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**CLEAN LABEL
CONFERENCE**

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Introduction



Why Clean Label?



Incremental
Distribution



Sensory &
Nutrition



Differentiation



Price Point &
Margins

Why Clean Label?



Incremental
Distribution



Sensory &
Nutrition



Consumer

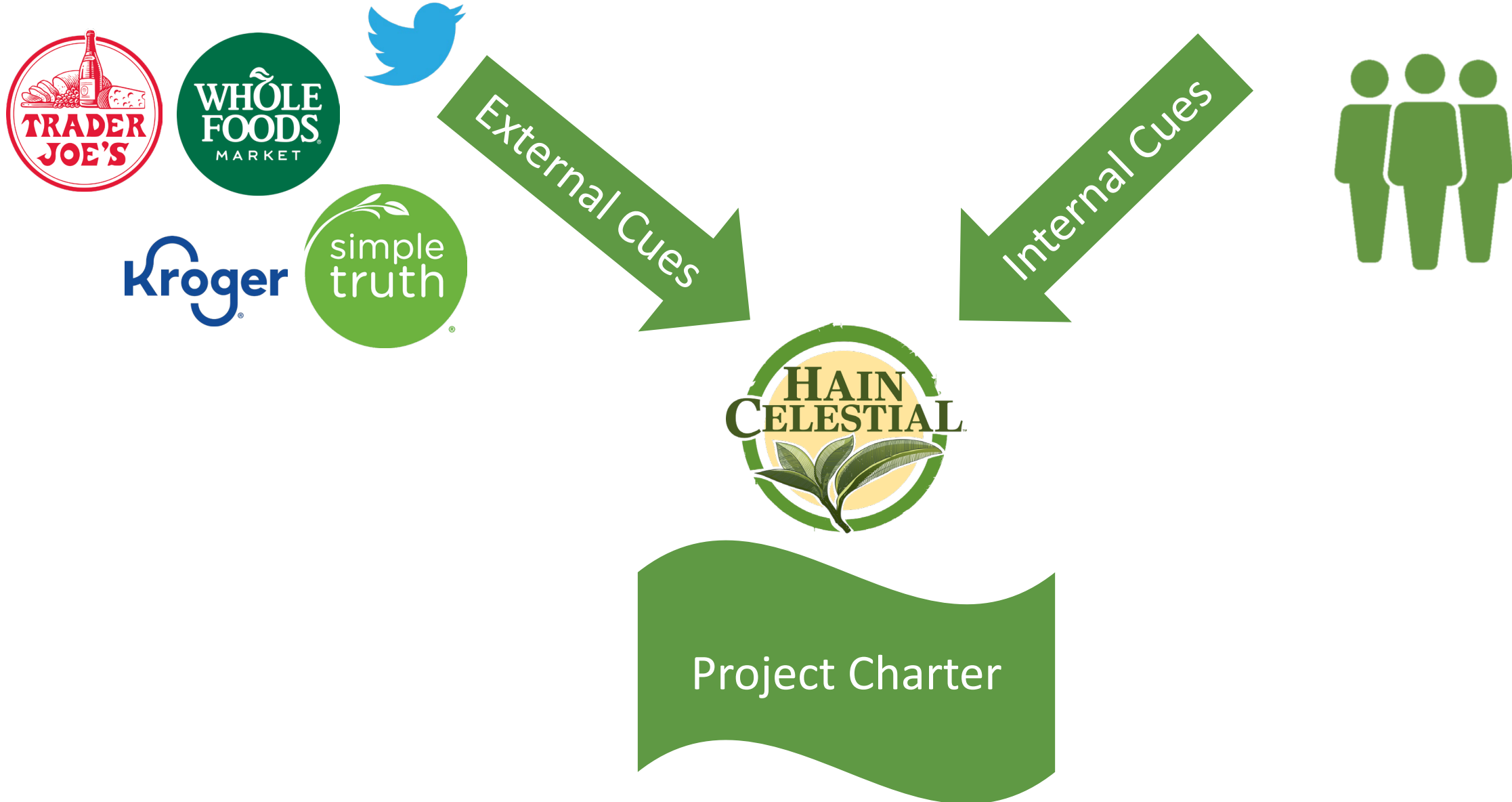


Differentiation



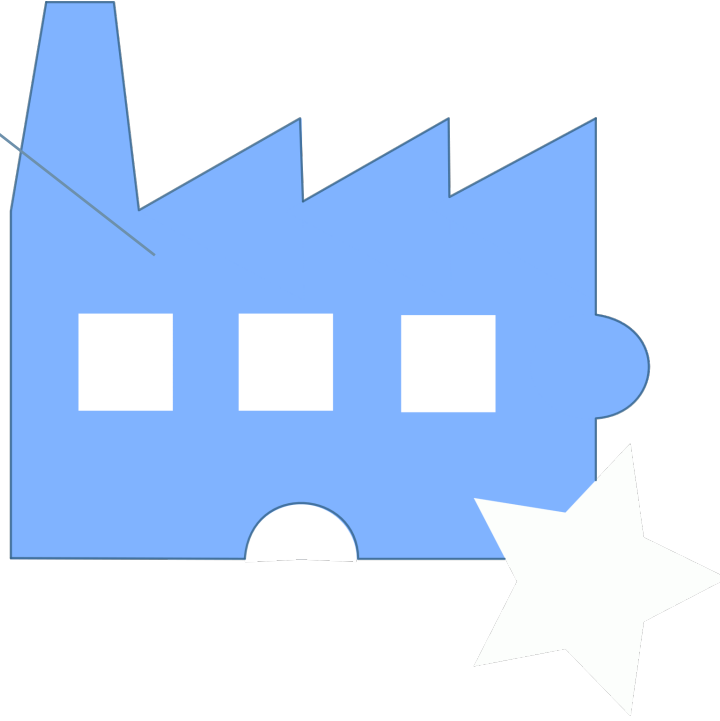
Price Point &
Margins

Defining Clean Label

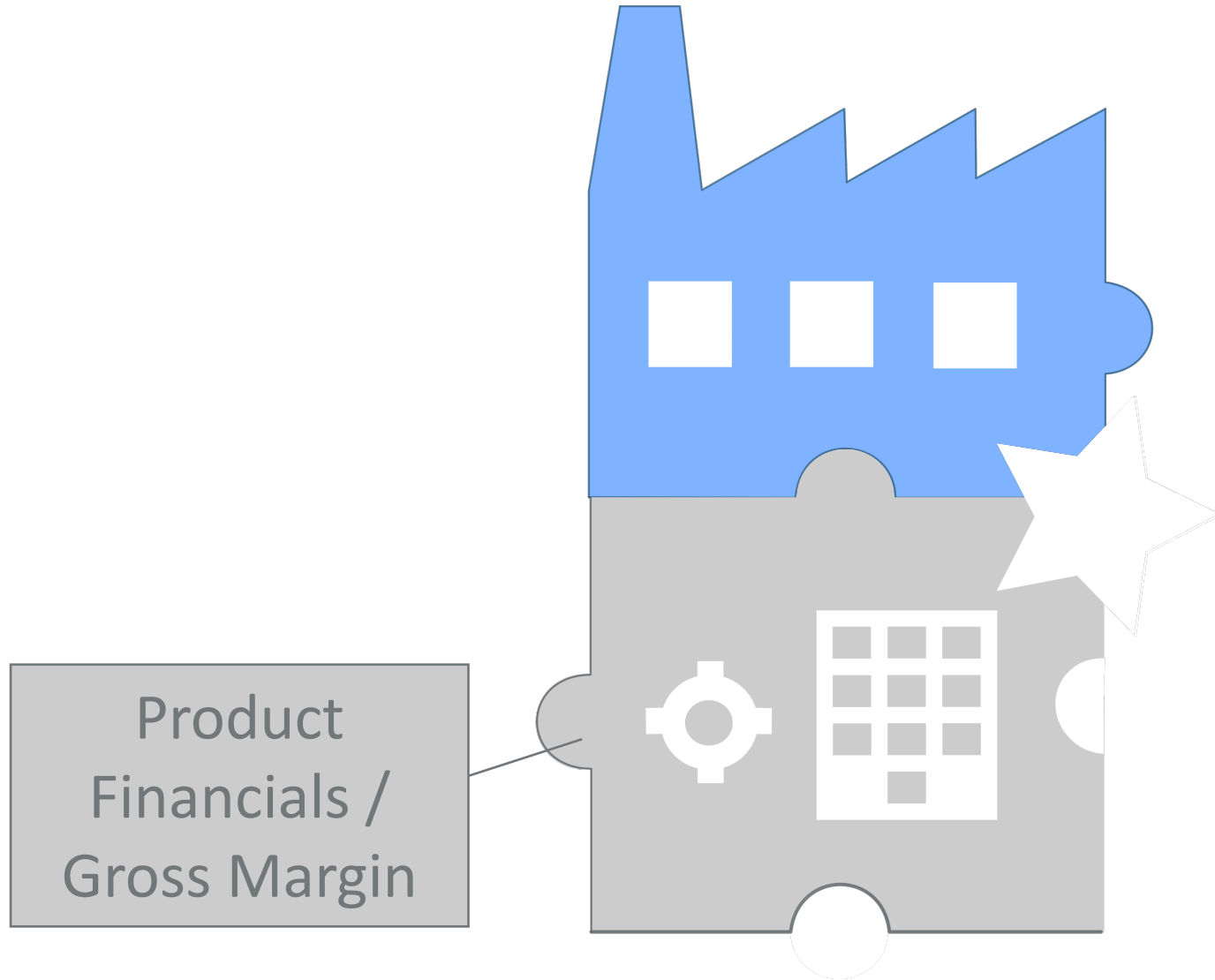


The Challenge

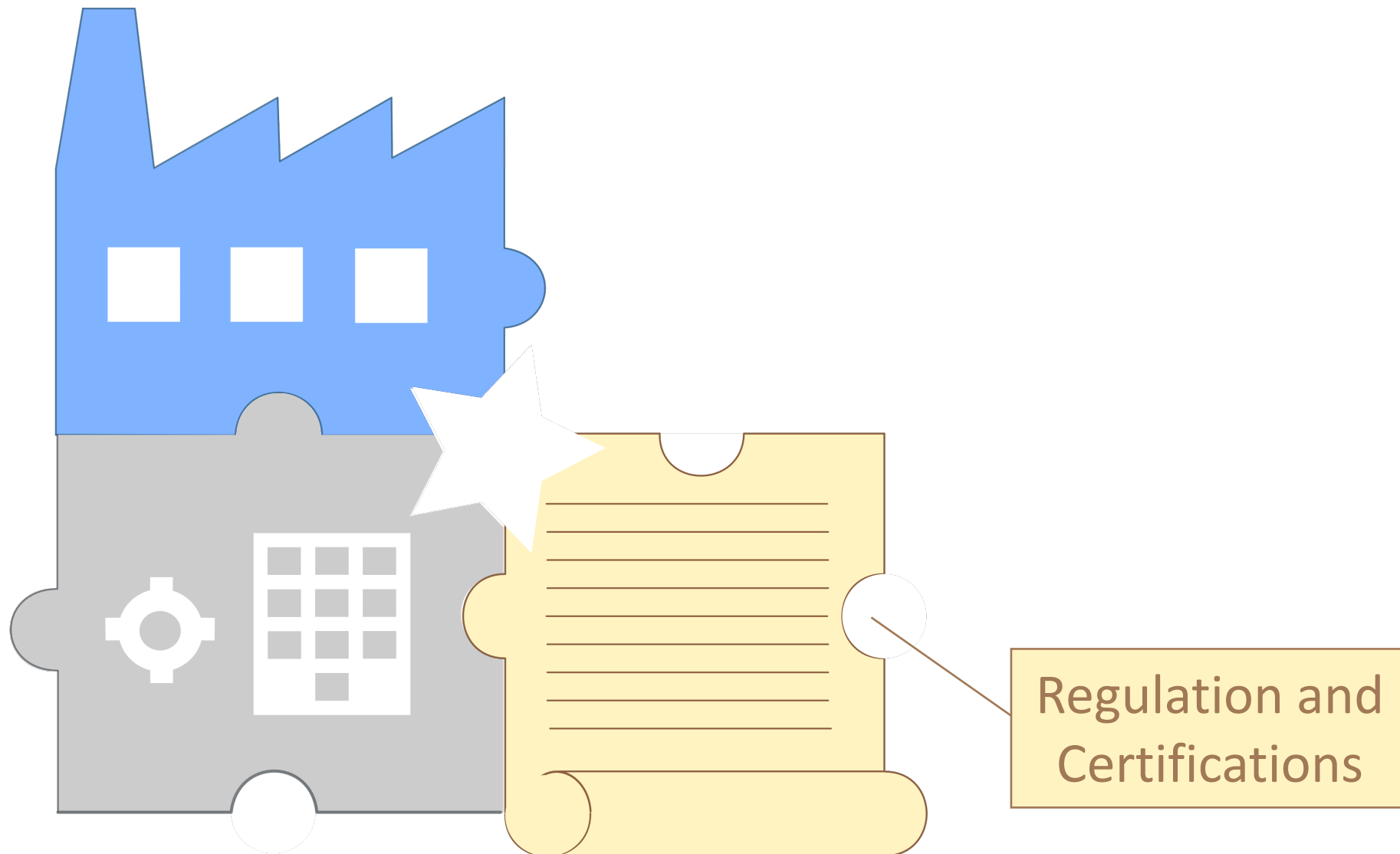
Manufacturability /
Site Capabilities



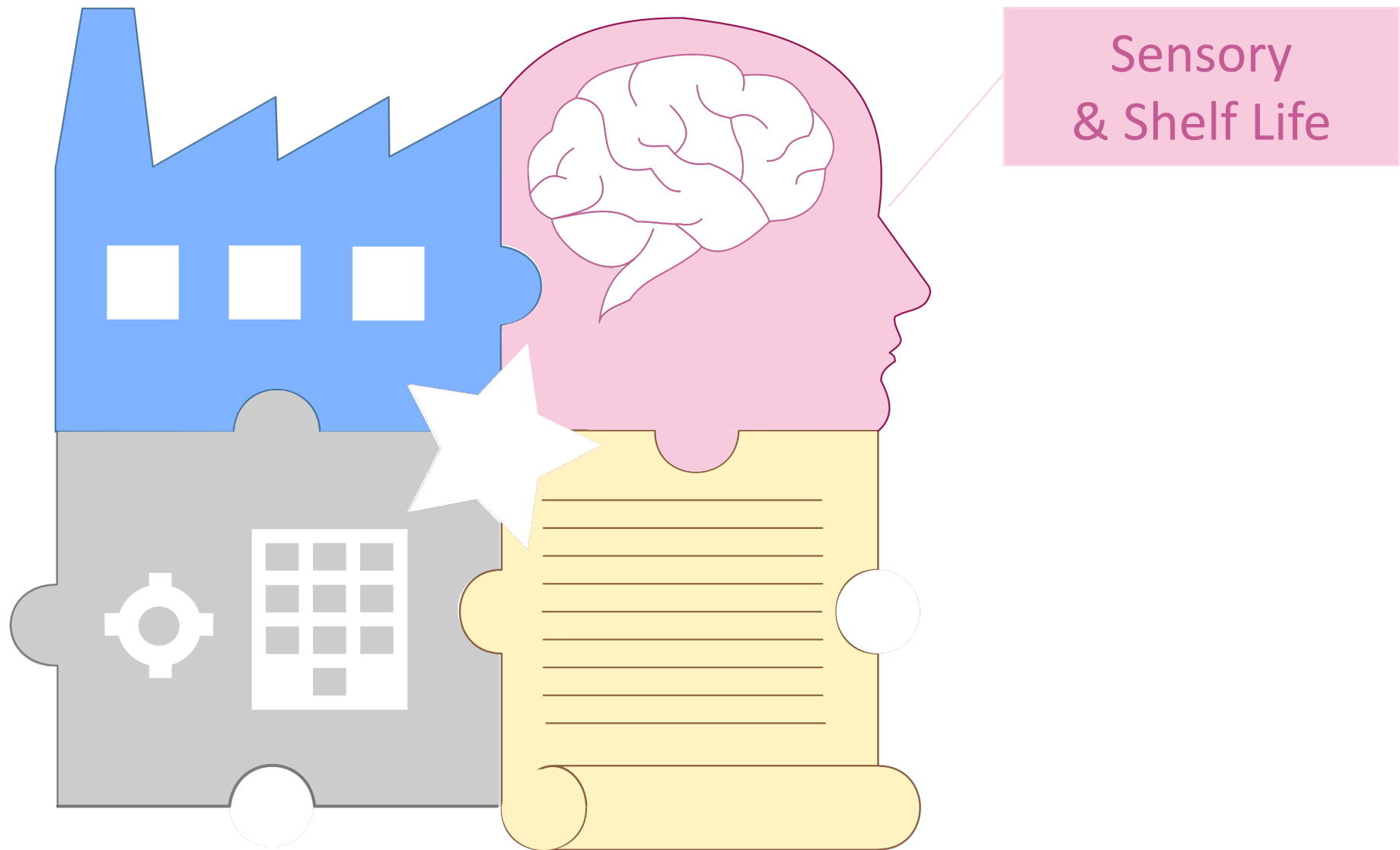
The Challenge



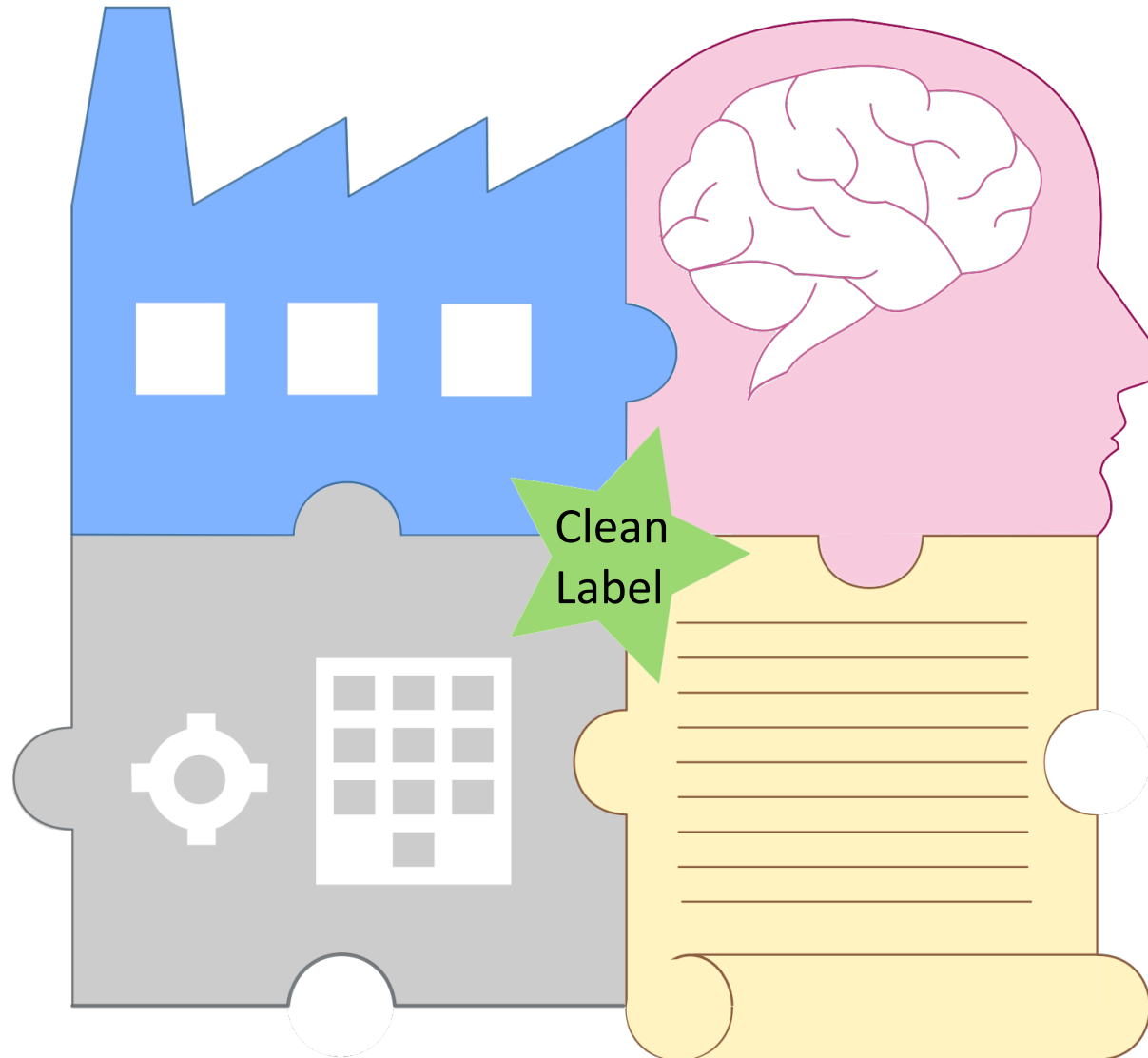
The Challenge



The Challenge



The Challenge



Case Study 1: Replacing Citric Acid in Puree Pouches



The brand: Earth's Best

The product: fruit puree pouches

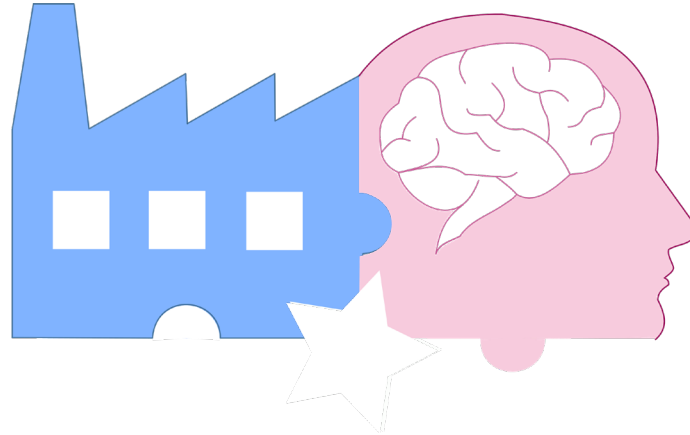
The challenge: 'citric acid' sounds chemical

The approach: replace with lemon juice

Case Study 1: Replacing Citric Acid in Puree Pouches



Reduce pH
Reduce thermal processing

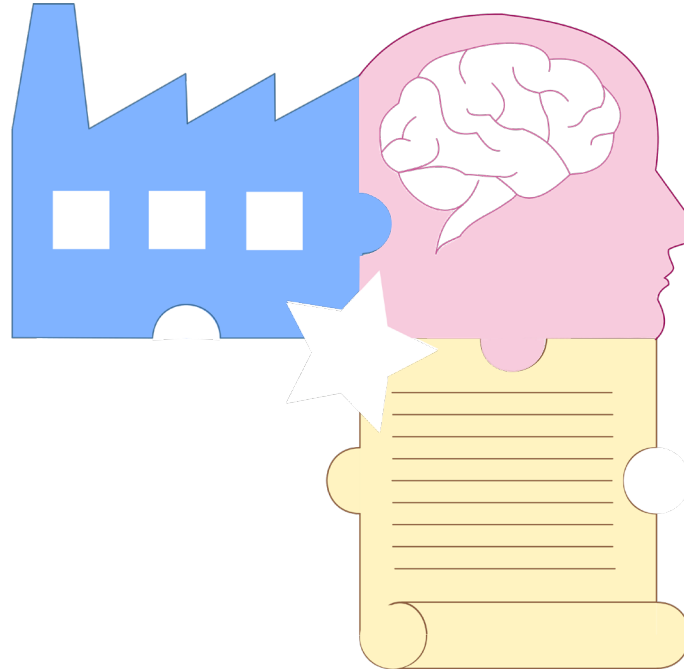


Preserve fresh flavor
Clean / congruent flavor

Case Study 1: Replacing Citric Acid in Puree Pouches



Reduce pH
Reduce thermal processing



Preserve fresh flavor
Clean / congruent flavor



Organic certified
Kosher certified

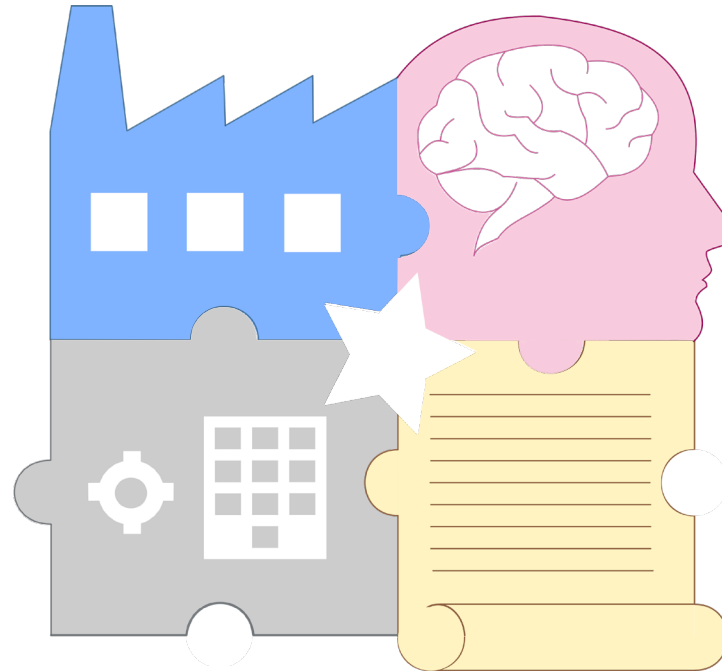
Case Study 1: Replacing Citric Acid in Puree Pouches



Reduce pH
Reduce thermal processing



Higher cost by weight
Negligible cost-in-use



Preserve fresh flavor
Clean / congruent flavor



Organic certified
Kosher certified

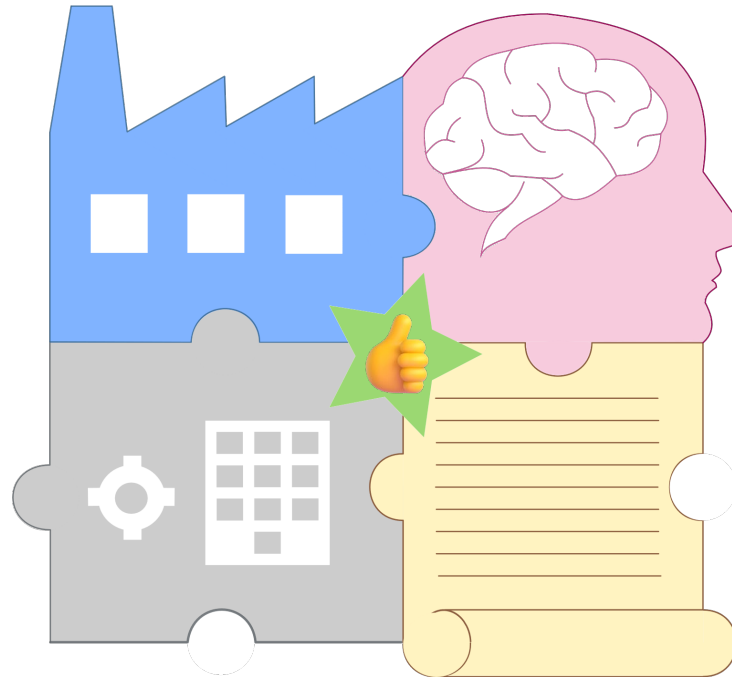
Case Study 1: Replacing Citric Acid in Puree Pouches



Reduce pH
Reduce thermal processing



Higher cost by weight
Negligible cost-in-use



Preserve fresh flavor
Clean / congruent flavor



Organic certified
Kosher certified



A clean-label solution can be a simple substitution

Case Study 2: Removing Coconut in Almond Butter



The brand: Maranatha Nut Butters

The product: Coconut Almond Butter

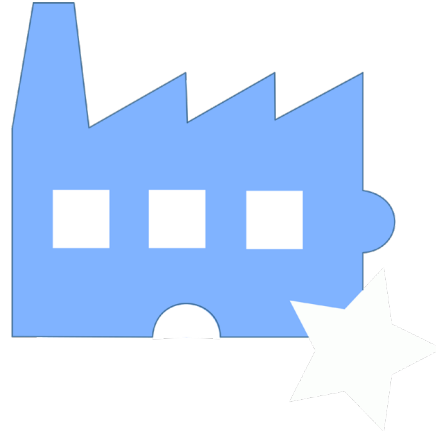
The challenge: remove coconut allergen

The approach: replace with natural flavor

Case Study 2: Removing Coconut in Almond Butter



Limited allergens
Only 5 ingredients



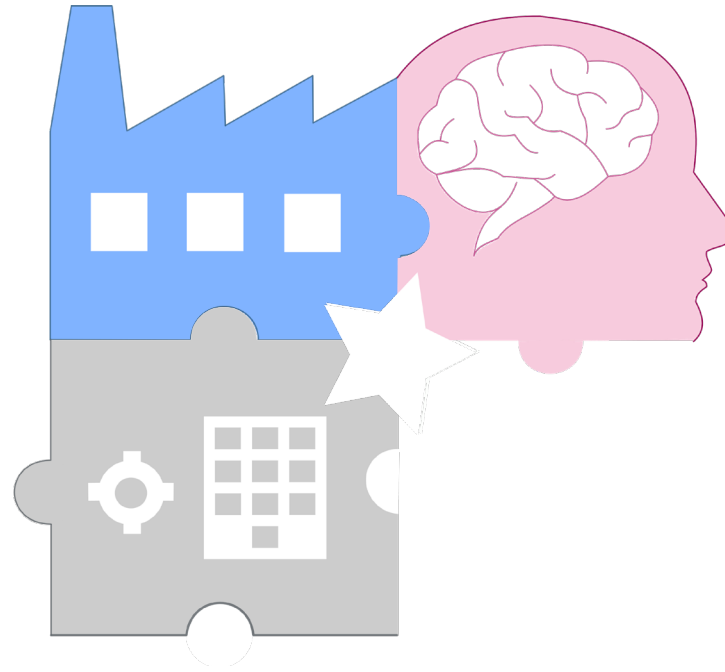
Case Study 2: Removing Coconut in Almond Butter



Limited allergens
Only 5 ingredients



Manufacturing cost improved
Formula cost maintained



Coconut flavored

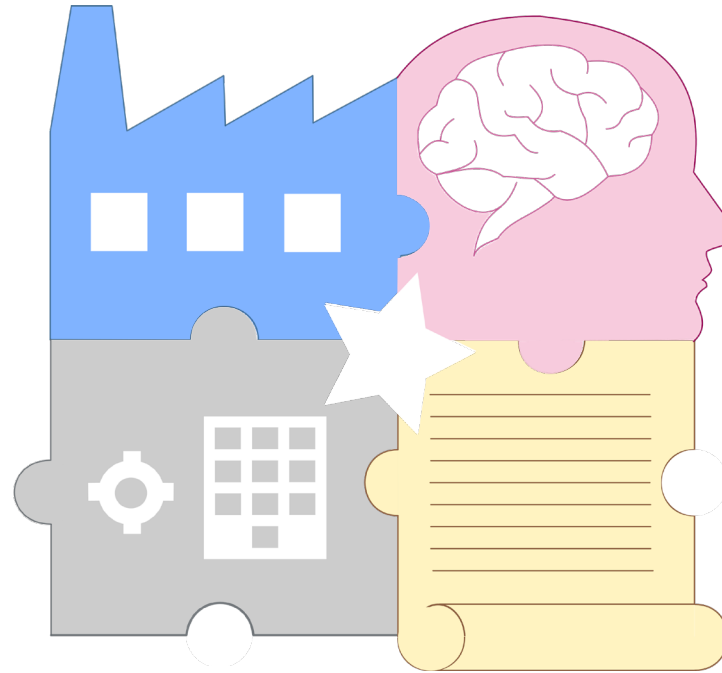
Case Study 2: Removing Coconut in Almond Butter



Limited allergens
Only 5 ingredients



Manufacturing cost improved
Formula cost maintained



No-stir
Coconut flavored

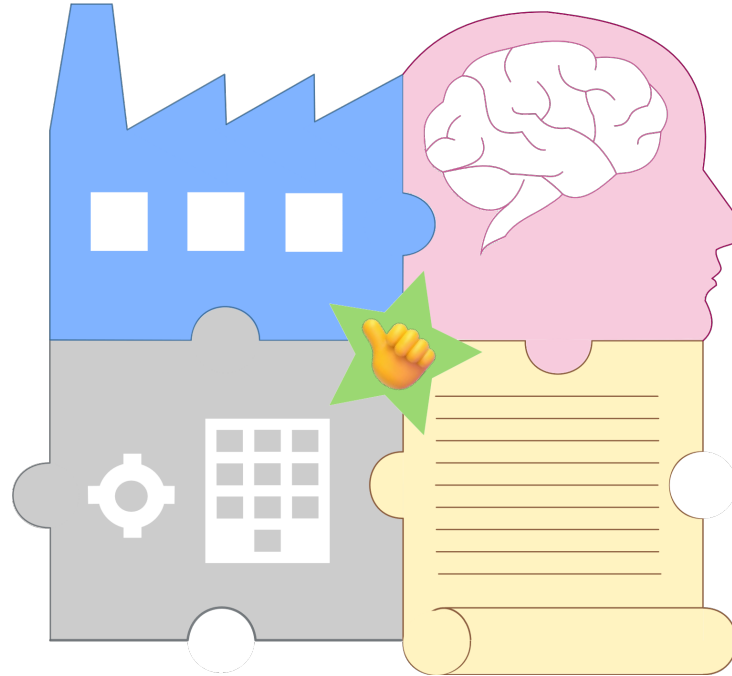


Non-GMO Project Verified

Case Study 2: Removing Coconut in Almond Butter

👍 Limited allergens
Only 5 ingredients

👍 Manufacturing cost improved
Formula cost maintained



👍 Coconut flavored

👍 Non-GMO Project Verified

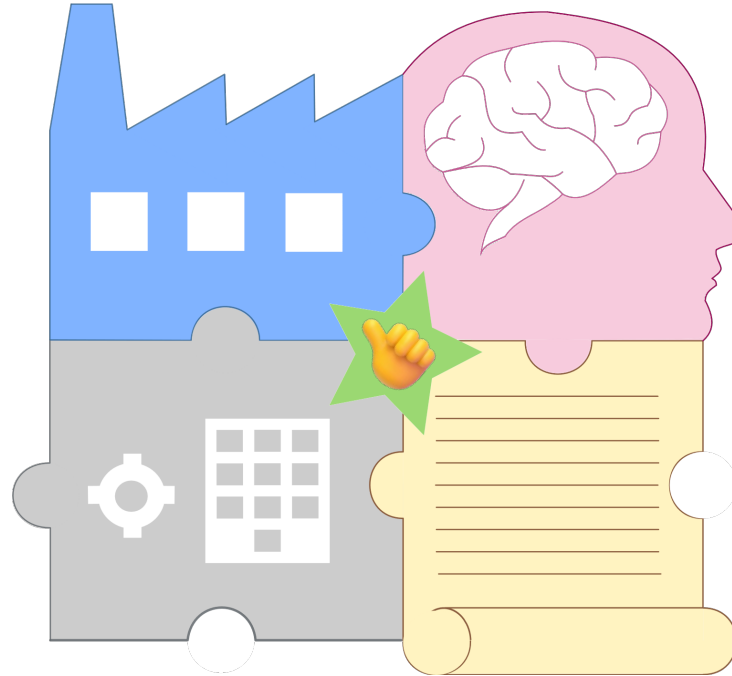
Case Study 2: Removing Coconut in Almond Butter



Limited allergens
Only 5 ingredients



Manufacturing cost improved
Formula cost maintained



Coconut flavored
No-stir



Non-GMO Project Verified
RSPO palm oil



Clean-Label solutions may require sacrifices in other areas!

Case Study 3: Simplifying a Blueberry Biscuit



INGREDIENTS: ORGANIC WHOLE WHEAT FLOUR, ORGANIC ROLLED OATS, ORGANIC COCONUT SUGAR, ORGANIC HIGH OLEIC SUNFLOWER OIL, **ORGANIC DRIED BLUEBERRY CRUMBLES (ORGANIC BLUEBERRIES, ORGANIC CANE SUGAR, ORGANIC RICE FLOUR)**, WATER, CONTAINS <2% OF: ORGANIC SUNFLOWER LECITHIN, ORGANIC INVERT SUGAR, **BAKING SODA, BAKING POWDER (SODIUM ACID PYROPHOSPHATE, CALCIUM CARBONATE, BAKING SODA, MONOCALCIUM PHOSPHATE)**, SEA SALT, ORGANIC CINNAMON.

The brand: Earth's Best / Sesame Street

The product: Blueberry Biscuits

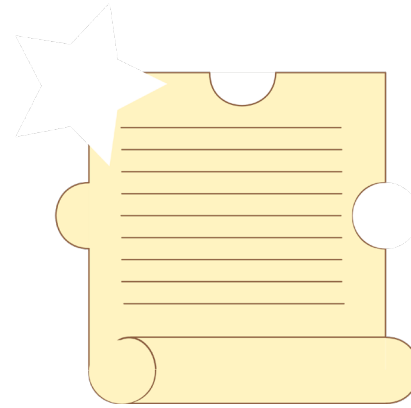
The challenge: Simplify the ingredient list

- Sweetened blueberry pieces
- Multiple leavening agents

The approach:

- Replace with unsweetened blueberries
- Remove leavening agents

Case Study 3a: Replacing Sugar-Infused Blueberries

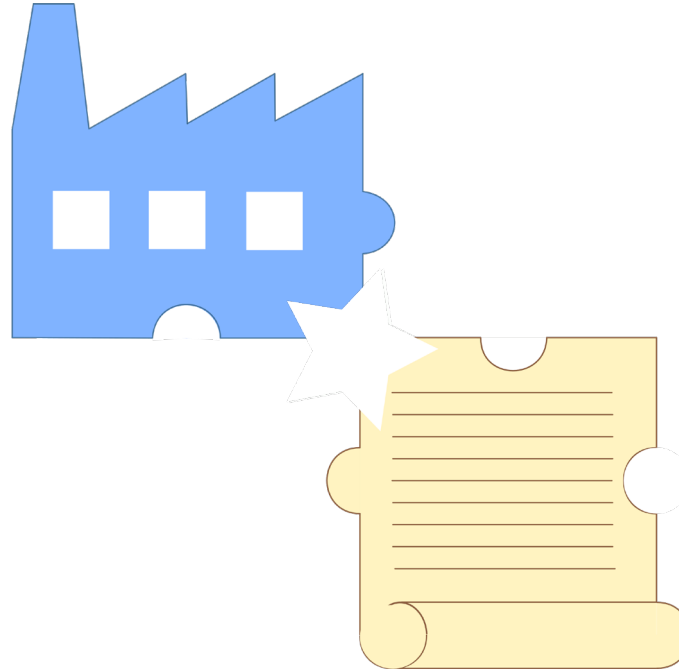


Organic certified
Non-GMO
No artificial colors
No artificial flavors
No preservatives

Case Study 3a: Replacing Sugar-Infused Blueberries



Appropriate piece size
No impact to yield
No impact to net weights



Organic certified
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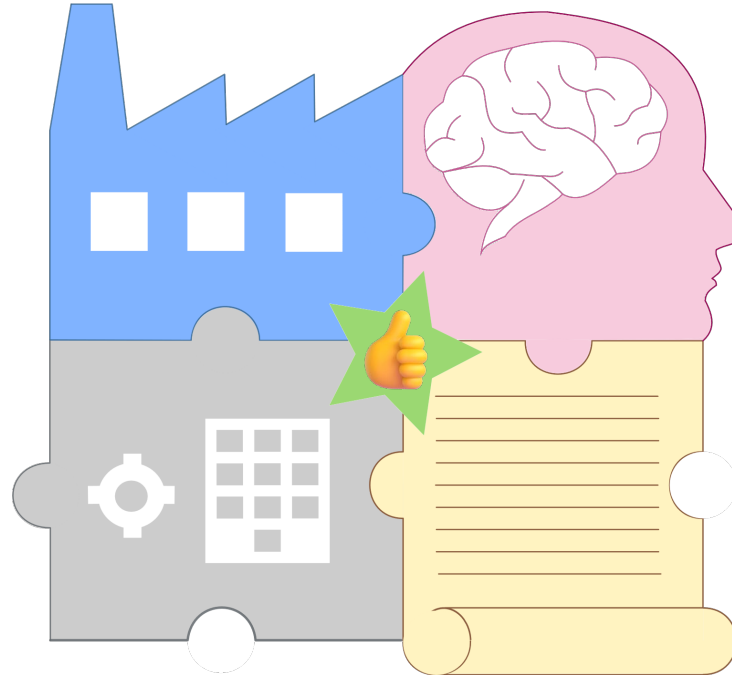
Case Study 3a: Replacing Sugar-Infused Blueberries



Appropriate piece size
No impact to yield
No impact to net weights



Higher cost by weight
Cost-in-use maintained



Improved piece distribution
Characteristic color

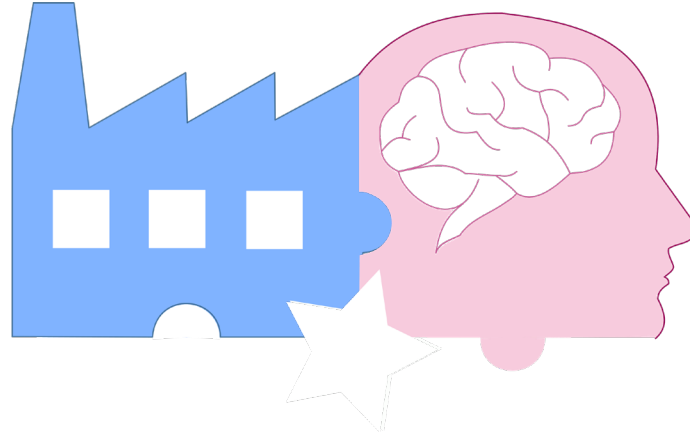


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Case Study 3b: Removing Leavening Agents



Density maintained
Net weights maintained



Texture maintained

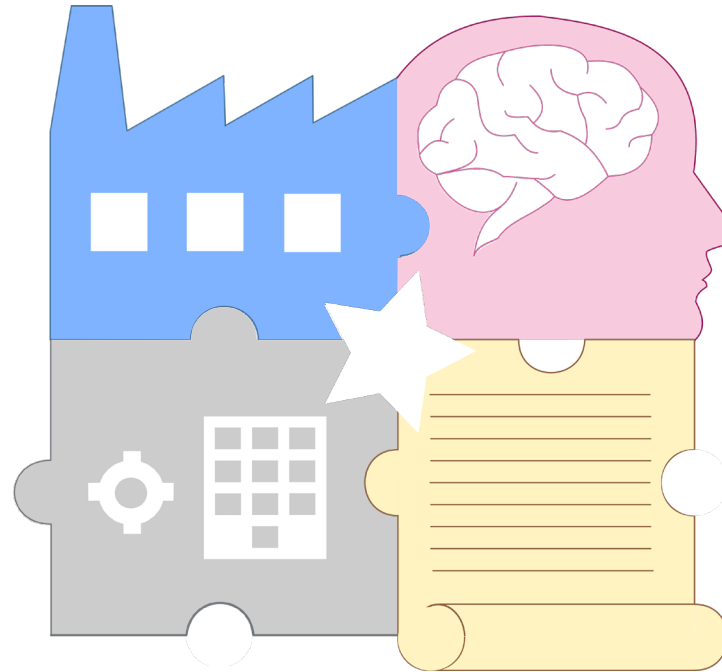
Case Study 3b: Removing Leavening Agents



Density maintained
Net weights maintained



Negligible impact



Texture maintained



Negligible impact

Case Study 3: Simplifying a Blueberry Biscuit

INGREDIENTS: ORGANIC WHOLE WHEAT FLOUR, ORGANIC ROLLED OATS, ORGANIC COCONUT SUGAR, ORGANIC HIGH OLEIC SUNFLOWER OIL, **ORGANIC DRIED BLUEBERRY CRUMBLES (ORGANIC BLUEBERRIES, ORGANIC CANE SUGAR, ORGANIC RICE FLOUR)**, WATER, CONTAINS <2% OF: ORGANIC SUNFLOWER LECITHIN, ORGANIC INVERT SUGAR, **BAKING SODA, BAKING POWDER (SODIUM ACID PYROPHOSPHATE, CALCIUM CARBONATE, BAKING SODA, MONOCALCIUM PHOSPHATE)**, SEA SALT, ORGANIC CINNAMON.

Sodium 75mg	5%
Total Carbohydrate 14g	9%
Dietary Fiber 2g	11%
Total Sugars 5g	
Includes 4g Added Sugars	16%
Protein 1g	6%

INGREDIENTS: ORGANIC WHOLE WHEAT FLOUR, ORGANIC WHOLE GRAIN OATS, ORGANIC COCONUT SUGAR, ORGANIC HIGH OLEIC SUNFLOWER OIL, WATER, **ORGANIC BLUEBERRIES**, CONTAINS <2% OF: ORGANIC SUNFLOWER LECITHIN, ORGANIC INVERT SUGAR, SEA SALT, ORGANIC CINNAMON.

Sodium 40mg	3%
Total Carbohydrates 13g	9%
Dietary Fiber 2g	12%
Total Sugars 4g	
Includes 3g Added Sugars	13%
Protein 2g	6%

Case Study 3: Simplifying a Blueberry Biscuit



Appropriate piece size
No impact to yields
No impact to net weights



Cost-in-use maintained



Improved piece distribution
Characteristic color
Texture maintained



Organic certified
Non-GMO
No artificial colors
No artificial flavors
No preservatives
Improved nutrition



Clean Label solutions can combine to form more than their parts

Conclusion

