



# FLAVOR INGREDIENTS FOR A CLEAN LABEL

MADE SIMPLE



## YOUR LABEL MAKES A BIG IMPRESSION

These days, a clean label isn't just something that's nice to have. Consumers demand it. It can be the difference between a successful product and one that falls by the wayside. With this in mind, food and beverage manufacturers need flavor ingredients that meet the expectations of their customers in every way. Here's what you need to know.

### WHAT IS A "CLEAN LABEL" ANYWAY?

It's a term that's been bandied around the food industry for years. Yet the truth is there isn't a singular definition for clean label. Most would agree that it comes down to using less ingredients and ones that are recognized by consumers as simple and wholesome. It's about eschewing artificial ingredients and synthetic chemicals. And it's about transparency.

### A GROWING MARKET

The demand for clean label foods is huge—and it's growing bigger every day. Consider these statistics.<sup>1</sup>



**76% are more likely to buy**  
a product with clean label ingredients



**73% of consumers will pay extra**  
for clean label ingredients



By 2020, global sales of  
**clean label products could reach \$180 billion**



## UNDERSTANDING THE CONSUMER MINDSET

People have never been more conscious about the things they eat and drink. They're better educated, more aware of what they do and don't want in their body, and demand more transparency.<sup>10</sup> To wit, 75% of U.S. consumers say they read nutritional and ingredient labels before making a purchase decision.<sup>2</sup>

So, what are they looking for? The biggest culprits seem to be artificial additives—particularly colors, flavors and preservatives.<sup>3, 5</sup> Other hot buttons include food created using genetically modified organisms (GMOs) or featuring high fructose corn syrup.<sup>4, 5</sup>



### WHAT THEY WANT

- Natural flavors
- Natural colors
- Natural sweeteners
- Simple ingredients
- Short ingredient lists
- Transparency



### WHAT THEY DON'T WANT

- Artificial flavors
- Artificial colors
- Artificial preservatives
- Artificial sweeteners
- High fructose corn syrup
- Trans fats
- GMOs
- Unfamiliar ingredients
- Long ingredient lists



## WHAT DOES IT MEAN FOR MANUFACTURERS?

As label reading becomes more and more commonplace, manufacturers who fail to address consumer preferences for clean food could be asking for trouble. And it's important to be proactive in this regard. Those that get ahead of the game will have a distinct competitive advantage.<sup>6</sup>

**“Clean labels aren't just a trend anymore.  
They're a necessity”**

**Mike Ivey –  
National Sales Director**

Beyond consumer demand, there are other reasons to pursue a clean label. Ingredients from GMO crops, for example, are banned in many countries from Africa to Europe.<sup>7</sup> The United States, for its part, recently finalized legislation that will require mandatory labeling for all products containing GMOs by 2022.<sup>8</sup>

Of course, the biggest challenge for food manufacturers involves the actual reformulating process. Consumers may want a clean label but few are willing to settle for an inferior product. Without the right help, maintaining top quality can be a costly and arduous process. Once the offending ingredients have been removed, challenges in replicating functionality and flavor need to be overcome. Fortunately, with a little hard work and a dash of expertise, a delicious product with a clean label can be achieved.



## CRAFTING A BETTER CLEAN LABEL

Understanding the importance of clean label flavor ingredients is just the beginning. When it comes time to put a plan into action, where do you turn?

As a company with a proven track record of helping manufacturers create and reformulate clean label products, Butter Buds offers all the resources you need. At the heart of it all is a brand new, state-of-the-art applications lab. Inside, a highly experienced crew of food technologists brings unrivaled expertise—and flavor—to your project.

The Butter Buds team will help you evaluate your ingredient list, navigate the sometimes tricky process of accessing the right ingredients at an affordable price, and work with you to develop a formula that's everything consumers want. They can help you get Non-GMO Project Verified.<sup>9</sup> And they'll make sure your product tastes and works just how you envisioned.

While Butter Buds made its name by bringing new levels of flavor to the table, great taste is only part of the equation. Removing artificial flavor ingredients can cause issues with things like appearance, texture, mouthfeel, shelf life and much more. Rest assured, Butter Buds knows what to check for and how to effectively resolve any quality-related issues.

Whatever the product or challenge at hand, Butter Buds can create a custom solution for your business. It could be anything from a nutritional beverage to a proprietary steak seasoning blend to a cheese sauce in a frozen entrée—there's not much these experts haven't seen or can't do.

Best of all, you can count on Butter Buds to make it all happen in a remarkably efficient manner. The turnaround time and speed of implementation is among the best in the business.

**“Everybody has a different definition, so we start by asking manufacturers what a clean label means to them. Then, we make it happen.”**

**Tom Konar –  
Director of Research & Development**

## THE R&D AND APPLICATIONS TEAMS:

- Carefully choose the appropriate clean label ingredient
- Provide functionality and flavor that meets customer requirements
- Create an exact solution for product reformulation
- Make modifications to the original sample to ensure success
- Work with customers' existing products to determine the best ingredient solution and dosage level for time savings in product development

## BUTTER BUDS CAN HELP WITH ALMOST ANY PRODUCT OR APPLICATION:



BAKERY  
ITEMS



CONDIMENTS/  
SAUCES



CONFECTIONS



NUTRITIONAL  
BARS



NUTRITIONAL  
BEVERAGES



SOUPS



TOPICAL  
SEASONINGS



CUSTOM  
PROJECTS

## THE BUTTER BUDS DIFFERENCE

Butter Buds collaborates with their customers to proactively explore new trends, products and formulation possibilities at their state-of-the-art production facility in Racine, Wisconsin.

The Butter Buds team serves up issue-free service and reliability to answer the needs of today's brands.

### BUTTER BUDS OFFERS CUSTOMERS:

#### R&D and applications expertise

- Highly trained R&D scientists
- Experienced food technologists and product development specialists
- New 8,000 sq. ft. applications lab

#### Speed of implementation

- Prompt sampling process
- Quick turnaround time

#### Efficacy

- High-impact products with low cost-of-use and usage rates
- Consistency and reliability

#### Documented adherence to labeling standards

- Guidance from a dedicated regulations team with a thorough understanding of requirements and processes

#### Responsive customer service

- Questions answered swiftly and competently
- Everything you'd expect from a traditional, family-owned company

Butter Buds offers food manufacturers and specialty food companies the on-trend flavor ingredients they need as they transition to cleaner labels. Experienced food technologists and product development specialists work closely with customers in a new, cutting-edge applications lab. They reformulate existing products and develop new ones to respond to market demands for clean label formulations. Butter Buds delivers superior flavor profiles and functionality for delicious, healthy, imaginative ingredients that lead to consumer-pleasing finished products.



## INTERESTED IN BRINGING YOUR CLEAN LABEL PRODUCT TO MARKET FASTER?

We are your flavor enhancement company.

LET'S START A PROJECT TOGETHER.  
**CONTACT US HERE**

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### SOURCES

- <sup>1</sup> <https://www.foodinsiderjournal.com/clean-label/75-consumers-will-pay-extra-clean-label-ingredients>
- <sup>2</sup> <http://features.foodbusinessnews.net/corporateprofiles/2015/trend-index.html>
- <sup>3</sup> <https://www.newhope.com/market-data-and-analysis/what-savvy-consumers-want-natural>
- <sup>4</sup> <https://www.mordorintelligence.com/industry-reports/clean-label-ingredients-market>
- <sup>5</sup> <https://www.fooddive.com/news/lucky-7-the-food-industrys-top-targets-for-squeaky-clean-labels/447158/>
- <sup>6</sup> <https://www.fooddive.com/news/food-makers-bulk-up-on-simple-ingredients-as-consumers-embrace-clean-labels/446389/>
- <sup>7</sup> <https://www.ecowatch.com/its-official-19-european-countries-say-no-to-gmos-1882106434.html>
- <sup>8</sup> <https://www.businessinsider.com/gmo-products-must-be-labeled-by-2022-usda-2018-12>
- <sup>9</sup> <https://www.nongmoproject.org/>
- <sup>10</sup> <https://hbr.org/2015/10/keeping-up-with-the-clean-label-movement>