



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* | 10. L-Cysteine* |
| 2. Artificial Colors | 5. BHA/BHT | 8. High Fructose Corn Syrup (HFCS) | 11. MSG* |
| 3. Artificial Flavors | 6. Bromate* | 9. Hydrogenated Oils | 12. Partially Hydrogenated Oils* |

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

* These ingredients are not allowed in any of Rich's products.

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

For additional information, please contact:

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