



# 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  
**1,000+ Clean  
Label products**  
like pizza, bakery,  
desserts 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 certified colors, artificial 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*   | 4. Artificial Sweeteners         | 7. Caramel Color*                     | 10. L-Cysteine*                     |
| 2. Certified Colors<br>(Blue 1, Blue 2, Green 3, Red 3,<br>Red 40, Yellow 5, Yellow 6)* | 5. BHA/BHT*                      | 8. High Fructose Corn<br>Syrup (HFCS) | 11. MSG*                            |
| 3. Artificial Flavors   | 6. Bromate/Potassium<br>Bromate* | 9. Hydrogenated Oils                  | 12. Partially<br>Hydrogenated Oils* |
|   |                                  |                                       | 13. Titanium Dioxide*               |

## 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*   | 22. Caramel Color*   | Esters of Mono- and<br>Diglycerides of Fatty<br>Acids, Tartaric Acid | 55. Polydextrose                    |
| 2. Aluminum Leavening   | 23. Carmine/Cochineal  | Esters of Mono- and<br>Diglycerides of Fatty<br>Acids, DATEM)        | 56. Polysorbate<br>20/40/60/65/80   |
| 3. Ammonium Chloride  | 24. Cyclamates   | 39. Hepta & Hexa- and<br>Octa-esters of Sucrose                      | 57. Potassium Hydroxide             |
| 4. Antibiotics  | 25. Dimethylamylamine  | 40. High Fructose Corn Syrup   | 58. Propionates                     |
| 5. Certified Colors<br>(Blue 1, Blue 2, Green 3, Red 3,<br>Red 40, Yellow 5, Yellow 6)* | 26. Dimethylpolysiloxane   | 41. Hydrogenated Oils  | 59. Propyl Gallate                  |
| 6. Artificial Fats  | 27. Dioctyl Sodium<br>Sulfosuccinate   | 42. Hydroxypropyl Guar Gum   | 60. Propylene Glycol                |
| 7. Artificial Flavors   | 28. Disodium Guanylate   | 43. L-Cysteine*  | 61. Propylene Oxide                 |
| 8. Artificial Sweeteners  | 29. Disodium Inosinate   | 44. Methyl Silicon   | 62. Propylparaben*                  |
| 9. Astaxanthin  | 30. Disodium Succinate   | 45. Methylene Chloride   | 63. Red 3*                          |
| 10. Autolyzed Yeast Extract   | 31. EDTAs  | 46. Microparticulated Whey<br>Protein (Simplese)                     | 64. Sodium Diacetate                |
| 11. Bentonite   | 32. Erythorbic Acid  | 47. Modified Food Starch   | 65. Sodium Ferrocyanide             |
| 12. Benzoates   | 33. Ester Gums   | 48. Mono and Diglycerides  | 66. Sodium Lauryl Sulfate           |
| 13. Benzoyl Alcohol   | 34. Ethanol/Ethyl Alcohol  | 49. MSG*   | 67. Sorbates                        |
| 14. Benzoyl Peroxide  | 35. Ethylene Oxide   | 50. Natamycin  | 68. Sorbic Acid                     |
| 15. BHA/BHT*  | 36. Ethoxyquin   | 51. Nitrites/Nitrates**  | 69. Sorbitan Monostearate           |
| 16. Bisulfites/Bisulfates   | 37. Glycerol Ester of<br>Wood Rosin  | 52. Oxystearin   | 70. Stannous Chloride               |
| 17. Bleached Flour  | 38. Glycerol Esters of<br>Fatty Acids (Acetic<br>Acid Esters of Mono-<br>and Diglycerides of<br>Fatty Acids, Citric Acid<br>Esters of Mono- and<br>Diglycerides of Fatty<br>Acids, Lactic Acid | 53. Paraben  | 71. Stearoyl Lactylate<br>(SSL/CSL) |
| 18. Bromate/Potassium<br>Bromate*   |  | 54. Partially<br>Hydrogenated Oils*                                  | 72. Sucroglycerides                 |
| 19. Brominated<br>Vegetable Oil*  |  |  | 73. Sulfites (added)                |
| 20. Calcium Peroxide  |  |  | 74. TBHQ                            |
| 21. Caprocarylobehenin/<br>Caprenin   |  |  | 75. Titanium Dioxide*               |

\* 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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