

FUNCTIONAL INGREDIENTS

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12502 monthly readers

The term “clean label” has been percolating under the surface for the last few years. Among U.S. consumers, the appeal has suddenly burst in the open for ingredient decks that are cleansed of artificial, chemical-sounding ingredients and a yearning for products like grandma used to make. “Organic” is part of that, as is the awakening for products that are certified to be non-GMO.

What’s at the heart of clean labels? It could be allergens (6% of children have food allergies), or gluten-free (which makes up 62% of the \$2.6 billion “free-from” market that’s growing at 14% a year, according to market watcher Liz Sloane), or a simple desire for simplicity.

“It used to be consumers accepted what was in a product. Now they want to know about what’s inside,” said Steve French from market watcher Natural Marketing Institute. “This notion of transparency lends itself to the clean label trend, which is a macro shift across many industries.”

Raw material ingredient suppliers are working to supply manufacturers with ingredients that can swap out for chemical-sounding ones that are no longer finding appeal – even if they can increase shelf life, enhance creamy textures, or help keep prices low.

The following are companies we like at Supply Side West in Las Vegas Oct. 8-9 that are providing clean-label solutions.

AXIOM WAS NAMED #6

