

WHAT IS A CLEAN LABEL?



**NO
HFC**



**GLUTEN
FREE**



**NO
PRESERVATIVES**



**NO
ARTIFICIAL COLORS
OR FLAVORS**



**NO
CORN SYRUP**

WHY IS IT IMPORTANT?

82% of foodservice operators surveyed agreed that the clean label trend will have a **great** or moderate influence on **purchase decisions** in the future.

**\$100
Million**

is the amount restaurants are spending every year to remove artificial ingredients from their menus.

72% of consumers said they **prefer** products with **ingredients they recognize** and would use at home

Natural ingredients & minimally processed foods ranked **5th** among **hot menu trends**

1441 increase in number of **GMO-Free** product launches in the **US** in **2014** compared to 2012

58% of US consumers usually or **always read the ingredient list**

These **consumers** are looking for **transparency**



CLEAN LABEL PRODUCTS



The Simple Collection (Designer Dessert Sauces)	Frozen Fruit Toppings (in Pints)	Maui Aseptic Smoothies (and most Maui Frozen Cocktails)	Frozen Fruit Purees	Ready to Serve 100% Juices	Maui Sauces Sweet Dk. Chocolate, White Chocolate, Creamy Caramel	Sweet Indulgence Sauces Dk. Chocolate Truffle, Vanilla Crème, Sea Salt Caramel, Sea Salt Chocolate, Mint Chocolate	Select 5% Maple Syrup	Premium Beverage Syrups
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NO HIGH FRUCTOSE CORN SYRUP



✓	✓	✓	✓	✓	✓	✓	✓	✓
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NO ARTIFICIAL COLORS



✓	✓	✓	✓	✓	✓	✓	✓	
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NO ARTIFICIAL FLAVORS



✓	✓	✓	✓	✓	✓	✓	✓	✓
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NO PRESERVATIVES



✓	✓	✓	✓	✓		✓		
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NO CORN SYRUP



	✓	✓	✓	✓	✓	✓	✓	✓
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GLUTEN FREE*



✓	✓	✓	✓	✓	✓	✓	✓	✓
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*Not certified Gluten Free

LYONS

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