



INGREDIENTS YOU TRUST.

RICH'S CLEAN LABEL GUIDELINE

WHAT DOES CLEAN LABEL MEAN?

Clean label is a term used to describe foods and beverages that do not contain ingredients like artificial flavors and preservatives. This trend is driven by increased demand for transparency, as customers and consumers are searching for **more choices with familiar ingredients across every food category.**

Qualities such as

'TRUST

HOW IT IS MADE'



and 'clean label' are increasingly important.¹

NEARLY 2 IN 3

consumers said that clean labels had at least some impact on their purchasing decisions.²



of shoppers say it's important to purchase clean-label food products.³

Rich Products has **1,000+** Clean Label product solutions

ELEVATING FOOD FOR PURPOSE.

We're innovating food solutions that are valued and trusted. Aiming to go beyond taste to serve a greater purpose, our dedication to transparency and excellence ensures quality and performance throughout our product offerings.

OUR PROGRESS, IN MOTION.

Rich's Clean Label Guideline includes two levels of ingredient restrictions:

BASELINE CLEAN LABEL

Our Baseline Clean Label guideline restricts the use of sensitive ingredients such as artificial flavors and sweeteners, high fructose corn syrup, and hydrogenated oils from the list of ingredients.

SUPERIOR CLEAN LABEL

Our Superior Clean Label guideline restricts more than 70 sensitive ingredients such as bleached flour, mono and diglycerides, from the list of ingredients.



GENERATIONS OF GOOD

Nourishing Plates



¹ Kantar, 2023

² Innova, 2023

³ Acosta, 2024



INSIDE CLEAN LABEL

Our Clean Label Guideline is updated regularly to reflect market demands related to sensitive ingredients and evolving trends. These ongoing improvements make sure consumers can continue to embrace our initiatives for transparency.

BASELINE CLEAN LABEL INGREDIENT RESTRICTION GUIDELINE

Product can not contain the following in the list of ingredients:

- | | | | |
|---|--------------------------------------|---|--|
| 1. Acesulfame-K (Acesulfame Potassium) (Ace-K)* | 6. Butylated Hydroxyanisole (BHA)* | 10. Certified Artificial Colors (Red 3, Red 40, Blue 1, Blue 2, Yellow 5, Yellow 6, Green 3, Citrus Red 2, Orange B, incl Lake versions)* | 14. Monosodium Glutamate (MSG) (added) |
| 2. Artificial Flavors | 7. Butylated Hydroxytoluene (BHT)* | 11. High Fructose Corn Syrup (HFCS) | 15. Partially Hydrogenated Oil (PHO)* |
| 3. Aspartame (NutraSweet; Equal)* | 8. Caramel Color (Class I and II) | 12. Hydrogenated Oils | 16. Potassium Bromate* |
| 4. Azodicarbonamide (ADA)* | 9. Caramel Color (Class III and IV)* | 13. L-Cysteine | 17. Propylparaben* |
| 5. Brominated Vegetable Oil (BVO)* | | | 18. Sucralose (Splenda)* |
| | | | 19. Titanium Dioxide (TiO2)* |

SUPERIOR CLEAN LABEL INGREDIENT RESTRICTION GUIDELINE

Product can not contain the following in the list of ingredients:

- | | | | |
|---|--|--|--|
| 1. Acesulfame-K (Acesulfame Potassium) (Ace-K)* | 23. Caramel Color (Class III and IV)* | 39. Hepta & Hexa- and Octa-esters of Sucrose (Olestra)/Sucrose Polyester | 58. Potassium Hydroxide (KOH) |
| 2. Aluminum Leavening | 24. Carmine/Cochineal | 40. High Fructose Corn Syrup (HFCS) | 59. Propionates |
| 3. Ammonium Chloride | 25. Certified Artificial Colors (Red 3, Red 40, Blue 1, Blue 2, Yellow 5, Yellow 6, Green 3, Citrus Red 2, Orange B, incl Lake versions)* | 41. Hydrogenated Oils | 60. Propyl Gallate |
| 4. Antibiotics | 26. Dimethylpolysiloxane/ Polydimethylsiloxane (PDMS) | 42. Hydroxypropyl Guar Gum | 61. Propylene Glycol |
| 5. Artificial Fats | 27. Dioctyl Sodium Sulfosuccinate (DSS) | 43. L-Cysteine | 62. Propylene Oxide (PPO) |
| 6. Artificial Flavors | 28. Disodium Guanylate (GMP) (added) | 44. Methyl Silicon | 63. Propylparaben* |
| 7. Aspartame (NutraSweet; Equal)* | 29. Disodium Inosinate (added) | 45. Methylene Chloride (Dichloromethane) | 64. Sodium Diacetate |
| 8. Astaxanthin (added) | 30. Disodium Succinate (added) | 46. Microparticulated Whey Protein (Simplese) | 65. Sodium Ferrocyanide (Yellow Prussiate of Soda) |
| 9. Autolyzed Yeast Extract | 31. EDTAs | 47. Modified Food Starch | 66. Sodium Lauryl Sulfate (SLS) |
| 10. Azodicarbonamide (ADA)* | 32. Erythorbic Acid/Isoascorbic Acid | 48. Mono and Diglycerides | 67. Sorbates |
| 11. Bentonite | 33. Ester Gums | 49. Monosodium Glutamate (MSG) (added) | 68. Sorbic Acid |
| 12. Benzoates | 34. Ethanol/Ethyl Alcohol (added) | 50. Natamycin | 69. Sorbitan Monostearate |
| 13. Benzoyl Alcohol | 35. Ethylene Oxide (EtO) | 51. Nitrites/Nitrates (added) | 70. Stannous Chloride |
| 14. Benzoyl Peroxide | 36. Ethoxyquin | 52. Oxystearin | 71. Stearoyl Lactylate (SSL/CSL) |
| 15. Bisulfites/Bisulfates | 37. Glycerol Ester of Wood Rosin | 53. Paraben | 72. Sucralose (Splenda)* |
| 16. Bleached Flour | 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 Acids, Lactic Acid Esters of Mono- and Diglycerides of Fatty Acids, Tartaric Acid Esters of Mono- and Diglycerides of Fatty Acids, DATEM) | 54. Partially Hydrogenated Oils* | 73. Sucroglycerides |
| 17. Brominated Vegetable Oil (BVO)* | | 55. Polydextrose | 74. Sulfites (added) |
| 18. Butylated Hydroxyanisole (BHA)* | | 56. Polysorbate 20/40/60/65/80 | 75. Tert-butylhydroquinone (tBHQ) |
| 19. Butylated Hydroxytoluene (BHT)* | | 57. Potassium Bromate* | 76. Titanium Dioxide (TiO2)* |
| 20. Calcium Peroxide | | | |
| 21. Caprocaprylobehenin/Caprenin | | | |
| 22. Caramel Color (Class I and II) | | | |

* These ingredients are restricted for use by State and/or Federal Laws

** Does not include Thiamine Mononitrate found in Enriched Flour.

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

For additional information, please contact:

Amanda Harris

Senior Marketing Manager
Health & Authenticity

AHarris@rich.com