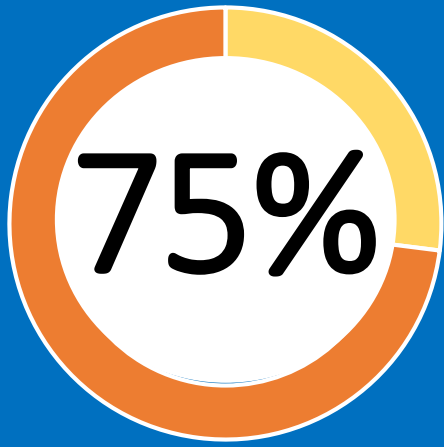
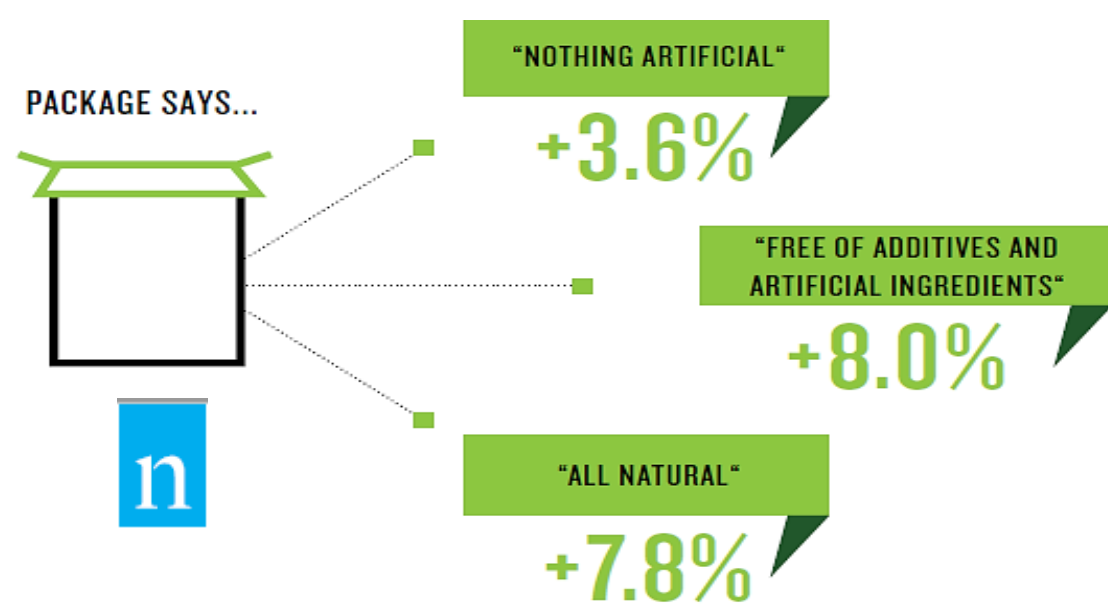


Clean Label

DOLLAR GROWTH FOR SPECIFIC PRODUCT CLAIMS



75% of consumers are more likely to pay a higher retail price for a food or drink product made with ingredients they recognize and trust.

Source: Ingredient Communications: Food Insider Journal, March 2017

TRANSPARENCY

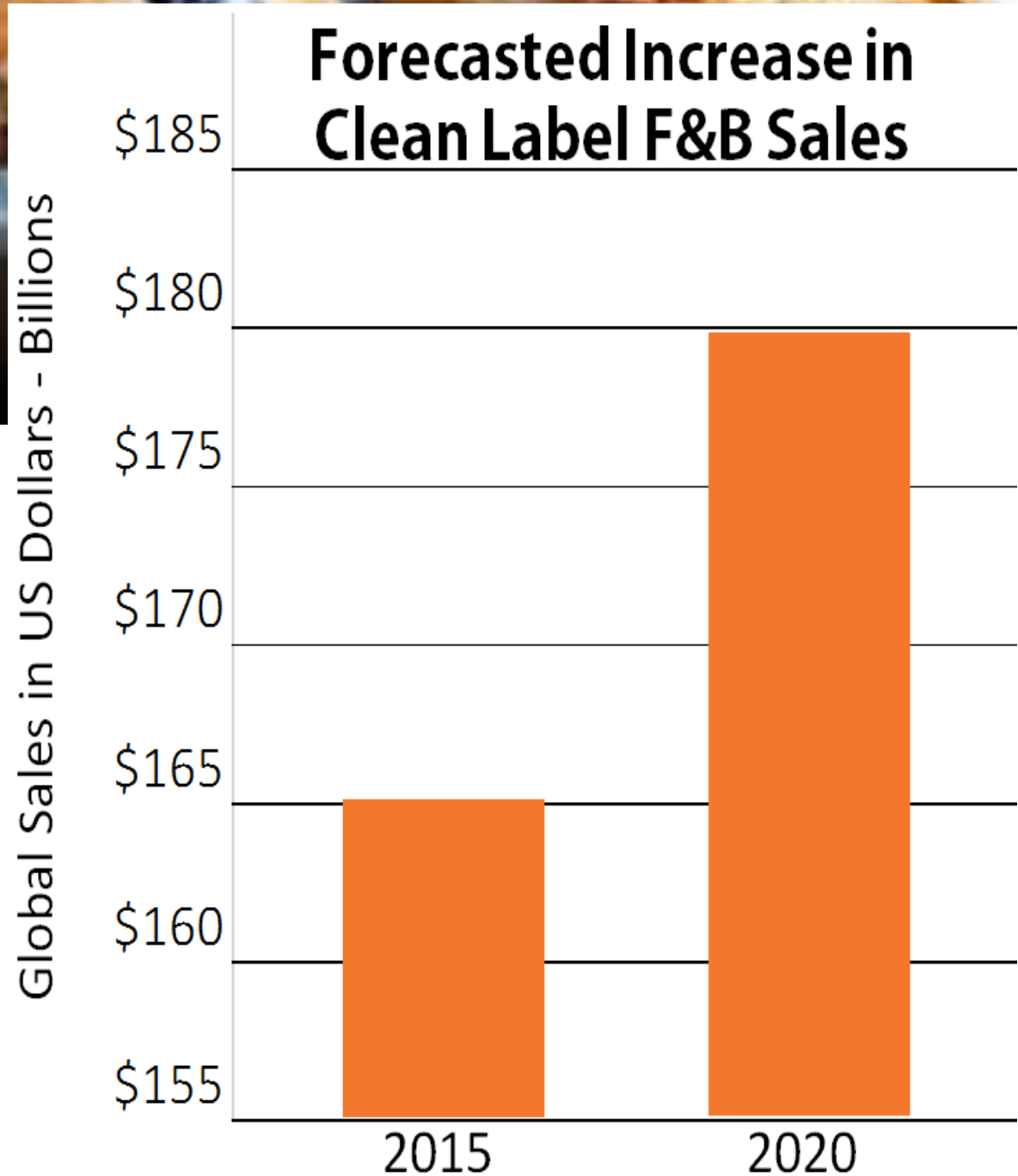


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TRANSPARENCY IS NOT A ONE-SIZE-FITS ALL EFFORT

So, just focus on transparency across the board, right? Not so fast. Not all consumers are prioritizing transparency, clean labeling and sustainability. Interest in and purchase behavior vary by both income level and age group. Across generations, Millennials and Generation X consumers are more likely to seek out and purchase products that are labeled organic, free of GMOs (genetically modified organisms), and don't include added hormones. Comparatively, members of the Greatest Generation place less importance on these claims.



For Clean Label Baking Solutions Visit www.bakenjoy.com