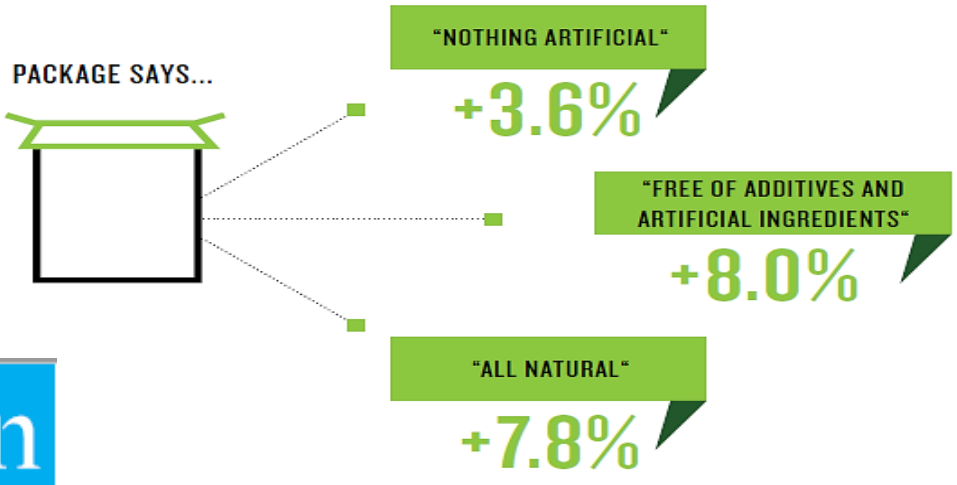


# Clean Label



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 simple *ingredients they recognize and trust.*

Source: Ingredient Communications: Food Insider Journal, March 2017

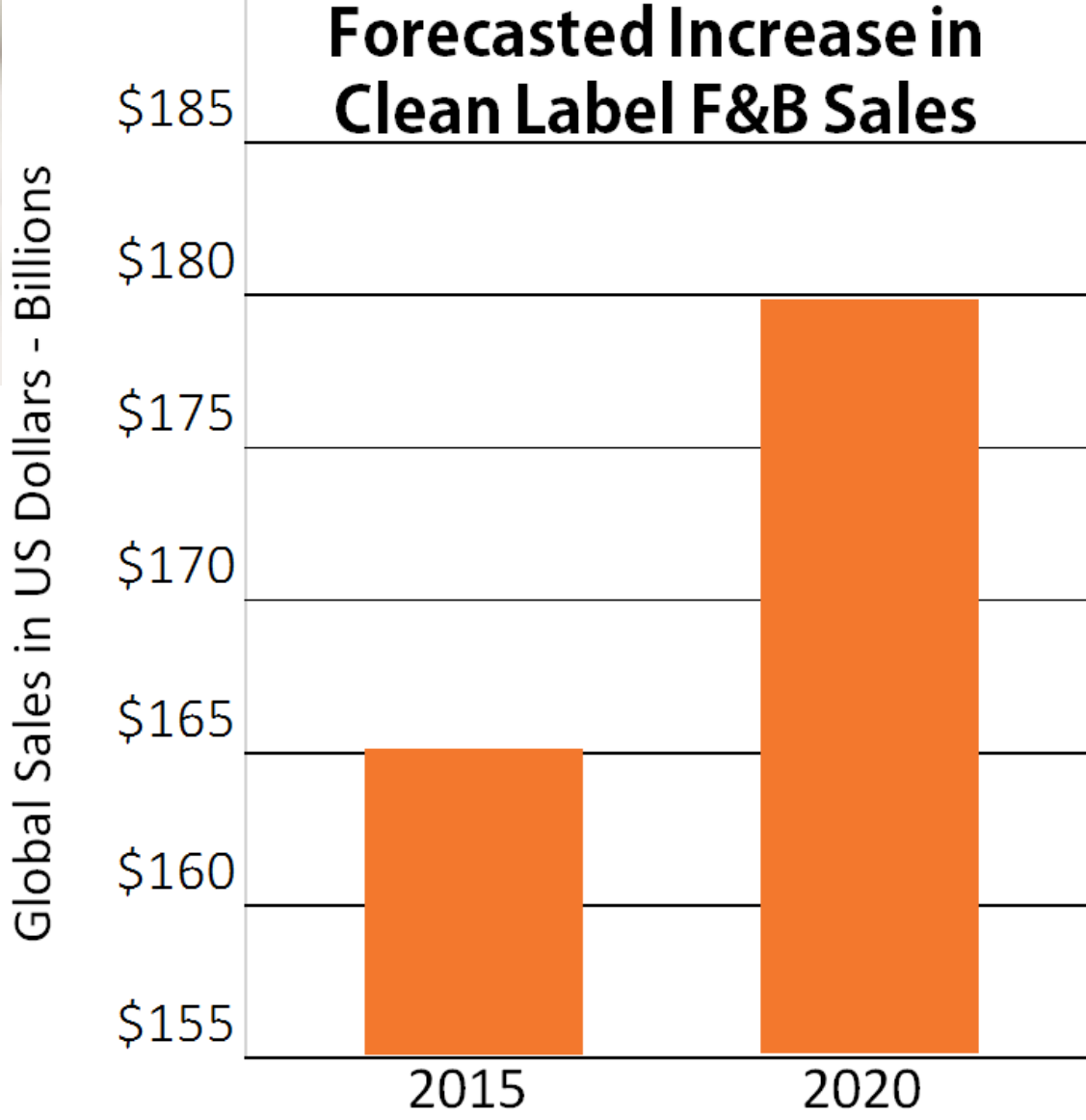
New clean label, private label coffee cakes now available in:



Cinnamon Walnut  
Blueberry Blizzard  
Marble  
and  
Lemon



**Forecasted Increase in Clean Label F&B Sales**



**6** out of **10** consumers feel that clean claims align with **GREATER HEALTHFULNESS**

To learn more about Bake'n Joy Kitchen Cupboard brand of clean label baking solutions call us at 88.666.4937 or visit [www.bakenjoy.com](http://www.bakenjoy.com)