

The Power of a Clean Label

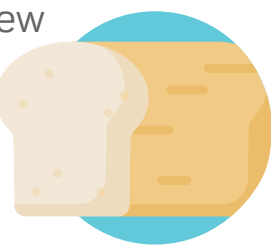
61%

of consumers polled indicated that clean-label products are most likely to be associated with **being healthy or better for the environment.**

Source: FMCG Gurus, Aug. 2019

Up to a **40% increase** in new products launched in the bread and bread products category are labeled with

**No Additives/
Preservatives**



Source: Innova, 2019

62%

of U.S. consumers agreed the fewer ingredients a food has, **the healthier it is.**

Source: Mintel, 2019



1/4

of U.S. adults are trying to **manage their health** through food.

Source: NPD Group, 2019



80% of consumers have adopted a **“food as medicine”** approach to eating.

Source: Nielsen, 2019