

Seven Ways to Clean Up Your Label

Clean label needs are sparking all kinds of conversation and innovation lately, but what do they mean exactly? Take a quick look at these seven ways to clean up your label, the challenges that come with them and how CP Kelco can be part of the solution.

Ingredient Reduction | Recognizable Ingredients | Sugar Reduction | Fat Reduction | Organic | Vegan | Gluten Free

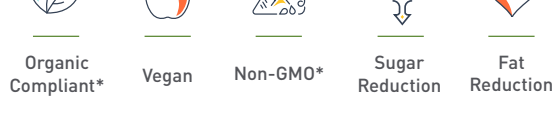
Ingredient Reduction

MEET CONSUMER DEMAND FOR SHORTER INGREDIENT LISTS

CARRAGEENAN

Reduces the number of ingredients by providing multiple functionalities: suspension, mouthfeel and emulsion stability

ADDITIONAL BENEFITS



PRODUCT TO CONSIDER

GENU® Carrageenan

Recognizable Ingredients

REDUCE FAT WITH A RECOGNIZABLE INGREDIENT THAT DELIVERS A CREAMY TEXTURE

WHEY PROTEIN CONCENTRATE

Recognizable ingredient replacement provides smooth/creamy mouthfeel in low-fat, reduced-fat and fat-free foods and beverages

ADDITIONAL BENEFITS



PRODUCT TO CONSIDER

SIMPLESSE® Whey Protein Concentrate

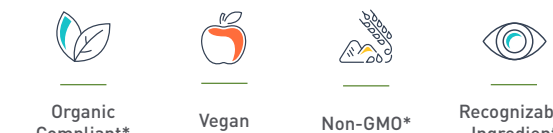
Sugar Reduction

MAINTAIN BODY AND TASTE WHILE REDUCING SUGAR

PECTIN

Builds body and mouthfeel lost when reducing sugar; helps suspend and stabilize ingredients

ADDITIONAL BENEFITS



PRODUCT TO CONSIDER

GENU® Pectin

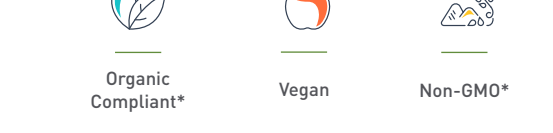
Fat Reduction

MEET CONSUMER DEMAND FOR LOWER FAT ALTERNATIVES WITHOUT COMPROMISING MOUTHFEEL

XANTHAN GUM

Replaces body, texture and mouthfeel lost when fat is reduced or removed in dressings and sauces

ADDITIONAL BENEFITS



PRODUCT TO CONSIDER

KELTROL® Xanthan Gum

Organic

ACHIEVE GELATION USING AN ORGANIC COMPLIANT INGREDIENT

PECTIN

Naturally derived fiber, organic-friendly ingredient, creates texture in products like jams and jellies

ADDITIONAL BENEFITS



PRODUCT TO CONSIDER

GENU® Pectin

Vegan

CREATE PLANT-BASED BEVERAGES WITH ADDED NUTRITION

GELLAN GUM

Suspends fortifying calcium, insoluble protein and cocoa while maintaining a light mouthfeel

ADDITIONAL BENEFITS



PRODUCT TO CONSIDER

KELCOGEL® Gellan Gum

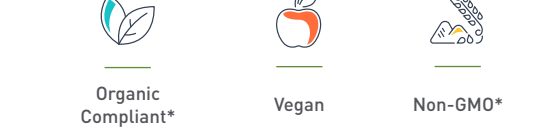
Gluten Free

MAINTAIN VOLUME AND TEXTURE GLUTEN TYPICALLY PROVIDES

XANTHAN GUM

Works in place of gluten to build volume, suspend and more uniformly distribute ingredients

ADDITIONAL BENEFITS



PRODUCT TO CONSIDER

KELTROL® Xanthan Gum

*Subject to local regulations and certifications; designations may not apply in all countries

CLEAN LABEL SOLUTIONS AT A GLANCE

There's more than one way to clean up your label. Talk to your CP Kelco expert about your clean label challenges and how you can unlock nature-powered success.

	GENU® Carrageenan	SIMPLESSE® Whey Protein Concentrate	GENU® Pectin	KELTROL® Xanthan Gum	KELCOGEL® Gellan Gum
Organic Compliant	•		•	•	•
Vegan	•		•	•	•
Non-GMO	•		•	•	•
Sugar Reduction	•		•	•	•
Fat Reduction	•	•	•	•	•
High Protein		•			
Recognizable Ingredient		•	•	•	
Ingredient Reduction	•		•	•	•
Gluten Free	•	•	•	•	•

What does clean label mean for your consumers? CP Kelco can help you evaluate their needs, prioritize your clean label options and determine how they fit into your product development plans.

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Unlocking Nature-Powered Success

CPKelco
A HUBER COMPANY