

# Success stories

## CLEAN & CLEAR LABELS

Today's consumer wants products with clear ingredients and a production process which is understandable: clean and clear.

Read below a few examples of our clean and clear portfolio.

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### CLEAN: XT YB065LK

**Declaration: bouillon**

The XT YB065LK - Bouillon is our allergen-free liquid with a strong savoury bouillon taste. One of the wins that we had with it last year was for a customer making processed meats, like sausages. They previously used a soy-based bouillon, which meant that their product was not allergen-free. They came to us looking for an ingredient that was allergen-free, and that would also give them a clean label. They really liked the effect of XT YB065LK - Bouillon in their sausages!

Ready to eat: 0.2% - 1%

Cost in use: €0.003 - €0.013/kg

Key to success:

- Allergen-free bouillon taste
- No E numbers
- Liquid
- Intense savoury taste

### Reading guide costs

Cost in use is the cost of our ingredient per kilogram of end product. For example: €0.006 - €0.06/kg for CR049P (Oven-roasted chicken broth) means that to marinate 1 kilo of chicken you would need €0.006 - €0.06 worth of CR049P.



## Reading guide dosage

Ready to eat dosage is the dosage of the taste ingredient in a final consumer product. So 0.02% CR019PK (Dark roasted chicken taste) in the cup noodles means that per 200-gram package of noodles (including soup) 0.04 grams of CR019PK was used.



## CLEANER: EXTER CR019PK

**Declaration: natural flavouring**

Instant noodles are not known for being clean or clear label products. In general, they have a very long list of (unrecognisable) ingredients. One of our customers wanted to give their cup noodles a cleaner label. So they wanted a natural flavouring that was also allergen-free and 100% plant-based. We offered them our EXTER CR019PK - Dark roasted chicken and it worked really well in their noodle soup. Because the EXTER CR019PK has such an intense taste, they only needed a very low dosage and therefore the price impact was very low.

Ready to eat: 0.02%  
Cost in use: €0.002/kg  
Key to success:

- 100% plant-based
- Natural flavouring
- Allergen-free
- Intense taste
- Roasted chicken taste



## CLEAR: CULINAIREX CR049P

**Declaration: oven-roasted chicken broth**

How do you marinate a chicken, giving it the best taste without adding anything to the label except kitchen cupboard ingredients? We offered CulinairEx CR049P - Oven-roasted chicken to give an authentic and intense oven-roasted chicken taste. The customer loved our solution and uses this pure oven-roasted chicken ingredient to make their chicken marinade taste even better.

Ready to eat: 0.02% - 0.2%  
Cost in use: €0.006 - €0.06/kg  
Key to success:

- Made from chicken
- Oven-roasted
- Intense roasted chicken taste
- Pure food ingredient labelling
- Allergen-free
- No fillers and additives

