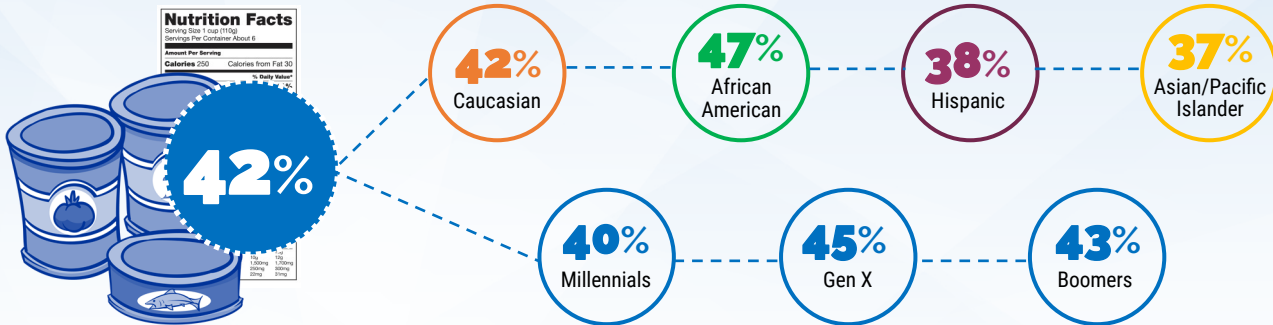


# What's on the Label?

Consumers are increasingly aware of the personal health and environmental consequences of the foods and beverages they consume. This is why they are paying very close attention to the information on the product label.

Here's a look at some of our key insights into what consumers look at and look for on product labels.

From ingredient lists, claims and descriptors to the nutrition facts panel, about four in ten (42%) consumers say they rely on the **product label** as a source for **helpful and accurate information** about health and wellness.\*



## Clean Label?

Consumers believe less processed products are **self-evident**. They are **not** looking for a "**less processed**" label.

When shopping for foods and beverages, I look on the product label to see if the food or beverage is... "**minimally processed**"

Total: 65%						
64% Caucasian	65% African American	65% Hispanic	70% Asian/Pacific Islander	72% Millennials	63% Gen X	59% Boomers



Identifying a "less processed" food or beverage:	
Close to original form of ingredients: looks, tastes and feels like it should	Appropriately low amounts of sugar, sodium on nutrition facts panel
Short, pronounceable and recognizable ingredients	Visible whole ingredients
Ingredients that make sense for the product	Culturally appropriate shape
Colors appropriate to primary product ingredients	Narratives and vocabulary of careful or minimal production, e.g., handmade, high-pressure processing, raw
Known "unnecessary" flavoring additions: sugars, salts low in ingredient list	