



Consumers aren't giving up flavor for transparency, they expect both. That's where Vibrant Ingredients leads.

The Clean Label Shift

How Natural Innovation is Transforming Taste & Trust



Evolving Consumer Expectations

From Ingredient Lists to Brand Loyalty: Why Clean Label Is Now the Standard

Consumers aren't just reading labels, they're redefining what quality means. Clean label has evolved from a checkbox to a movement connecting authenticity, functionality, and flavor. At Vibrant Ingredients, we help brands turn this movement into measurable growth with clean label solutions that are Purely Better™, naturally functional, sensorially rich, and backed by science.



What Consumers Are Looking For in Clean Label Products

Preference for Natural Ingredients and Simplicity:

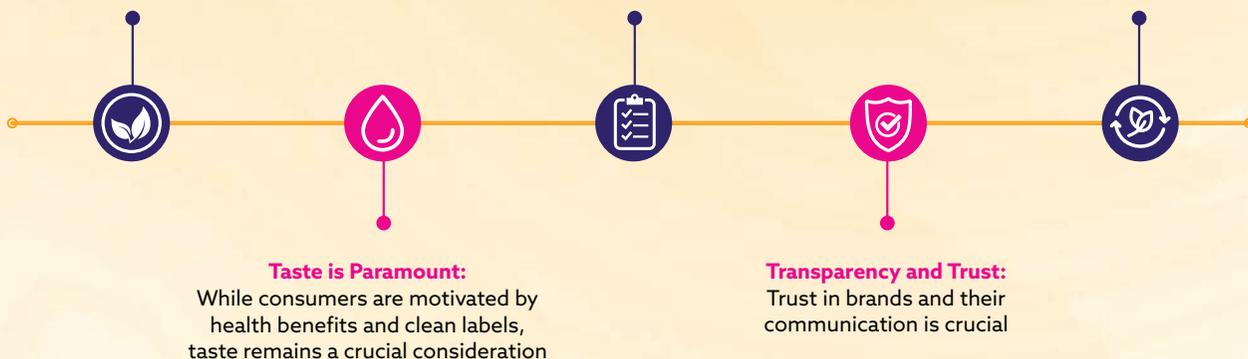
72% US consumers prefer natural vs artificial ingredients, signaling a strong desire for "cleaner" ingredient lists and fewer additives¹

Desire for Clear, Recognizable Labels:

Consumers want transparency & education on packaging. 75% of US consumers like when brands include nutrition education on packaging¹

Ingredients They Can Recognize:

Consumers look for recognizable ingredients, which is a significant motivator in their purchasing decisions. 44% look for foods with recognizable ingredients and/or natural ingredients¹



As expectations rise, clarity has become a deciding factor. Shoppers want to understand what's in their food and why it's there. Clean label is no longer a differentiator — it's a baseline requirement that continues to shape how brands formulate, communicate, and earn loyalty. **What this means:** Brands must balance simplicity with sensory satisfaction. Vibrant's natural antioxidants and meat cure systems allow clean label without compromise—delivering the trusted protection and craveable flavor consumers demand.

Source: ¹Mintel 2025



Clean Labels Build Confidence

Transparency Is the New Trust: How Education and Honesty Win the Next Generation

Clear and transparent labels are imperative to garner the attention of younger generations. Gen Z and Millennials are more open, curious, and receptive to educational efforts about unfamiliar ingredients, especially when provided by trusted brands or explained clearly on packaging¹.



Most Important Clean Label Aspects to Consumers² (US, 2025)

- #1 NO ARTIFICIAL INGREDIENTS
- #2 CLEAR AND UNDERSTANDABLE LABELS
- #3 HONEST INFORMATION AND NO MISLEADING CLAIMS



What Healthy Really Means to Consumers

Natural ingredients are highly valued in meat products for perceived health and quality. For animal-based proteins, consumers are more likely to purchase when all natural, no preservative, or no additive claims are labeled clearly on the package.

Top Six Factors That Make an Animal-Based Protein Healthy³

- 48% All Natural
- 41% No Preservatives/Additives
- 40% Antibiotic-Free
- 40% Grass Fed
- 33% Organic
- 33% Low Sodium

Source: ¹FFP primary research 2025 (Sample size 2,000 consumers); ²Innova Health & Nutrition Survey 2024, Innova Trends Survey 2025; ³Mintel - US: Factors that make an animal - based protein healthy, 2024

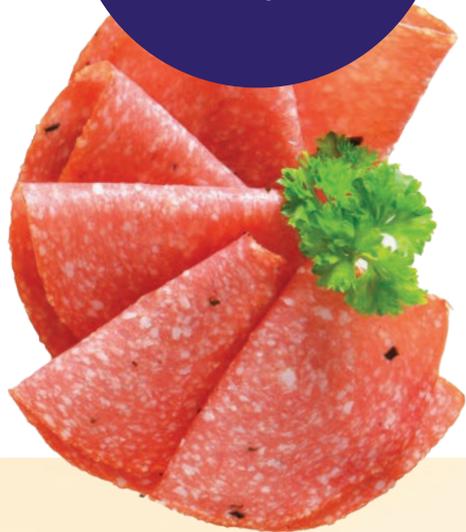


What's Next

From Trend to Growth Engine: Turning Clean Label Demand into Sustainable Advantage

With heightened emphasis on claims such as "all natural" and "no preservatives or additives" on packaging, consumers continue to read labels and make purchase decisions based on the claims associated with their preferred products. Many are prepared to pay a premium for products that enhance their lifestyle or help address specific dietary needs.

Among Gen Z and Millennials, there are clear opportunities to capitalize on this behavior. These consumers are redefining how value is perceived, connecting "natural" with authenticity, quality, and function. Data shows that clean label product sales are outperforming total store sales, **growing at a compound annual rate of 8% compared to 6% over the last four years¹**.



Consumer Prioritization

Growing consideration in the ABSENCE of negative ingredients

Price Premium

Consumers across all generations are willing to pay more for meat products with no additives/preservatives

New Opportunities

Products marketed as "clean label" could see increased demand

Source: ¹NIQ (Nielsen Byzzer); ²FFP primary research 2025 (Sample size 2,000 consumers)



Clean Meets Craveable

Bold, Global, and Purely Better™: Crafting Flavor Experiences Consumers Trust

Today's consumers crave complex flavors built on credibility. They want bold, global tastes, but only from ingredients they trust. Vibrant's flavor chemists design clean label profiles that deliver craveable experiences without artificial shortcuts. From "swicy" pairings to slow-smoked authenticity, our natural flavors meet the moment with science-backed performance and unmistakable taste.



55%
of consumers cite flavor as the leading driver of purchase & most important attribute when purchasing meat¹

We deliver high-performance solutions that protect products without compromising taste



SWICY
In protein, "sweet and spicy" is among the top flavor choice, with about 30% of consumers expressing interest³

Flavor Innovation

46%

consumer interest²

SMOKY

Generation:

GEN Z, MILLENNIALS

Flavor Preferences:

TRADITIONAL

Concept Innovation:

BBQ, COFFEE

32%

consumer interest²

SPICY

Generation:

GEN Z, MILLENNIALS

Flavor Preferences:

INTERNATIONAL, GLOBAL

Concept Innovation:

JALAPEÑO, HATCH CHILE, SRIRACHA

30%

consumer interest²

SWEET

Generation:

GEN Z, GEN X

Flavor Preferences:

INTERNATIONAL, GLOBAL

Concept Innovation:

HOT HONEY, BROWN SUGAR, CINNAMON

Source: ¹Mintel - Proteins and Protein, Alternatives - US - 2024; ²US: interest in hot dog, bacon and sausage innovation, 2025; ³Mintel Trending Flavors & Ingredients in Protein - US - 2024



Delivering on Clean Label, Flavor & Function

Where Performance Meets Purity: Natural Innovation Crafted by Vibrant Ingredients

Vibrant's clean label protection systems prove that natural can perform. Our antioxidant and natural cure solutions extend shelf life, preserve color, and protect flavor integrity helping brands eliminate synthetics without sacrificing quality or consumer trust. Powered by nature. Proven by science. Crafted for performance.



Food Protection & Preservation Solutions

Our portfolio of natural cures and antioxidants are made in the USA to the highest quality and food-safety standards, ensuring trust and transparency.

Natural meat cures, derived from celery or Swiss chard, extends shelf life and reduces overall cure time.

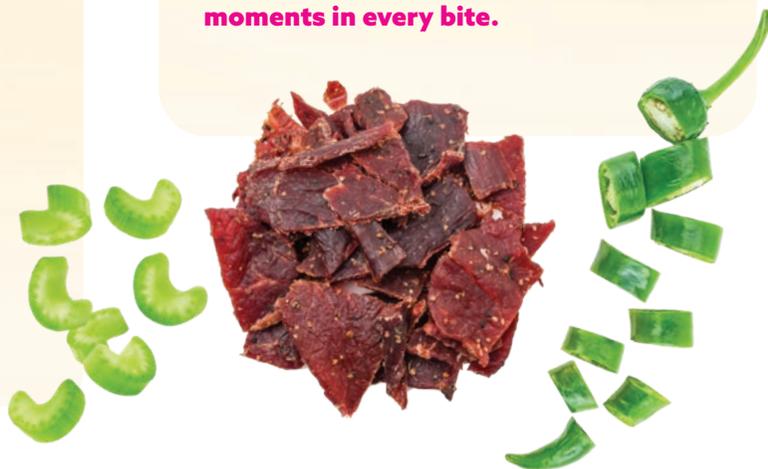
Natural meat cure accelerator, from acerola cherry, provides cured color development, stability and protection.

Antioxidants such as rosemary, green tea and acerola cherry improve flavor stability, prevents rancidity and promotes color stability.



Natural Flavor Solutions

Our flavor chemists and product developers create custom natural flavor solutions that balance clean label expectations with taste experiences consumers love. **We don't just deliver flavor; we create extraordinary moments in every bite.**



Let's redefine clean together.

Whether you're reformulating legacy products or developing new clean label lines, Vibrant Ingredients combines innovation, speed, and technical partnership to help you deliver what's next—flavor that performs, protection you can trust, and functionality that's Purely Better™.

Connect with our experts to start your clean label conversion journey.

PURELY
Better[™]

