

LABELING IN APPLE-CATION

Make Sure Flavors Communicate What's Most Important to Your Customers

Flavor declaration has to be treated on a case-by-case basis, as labeling depends on how the finished product is being marketed. See below for what informs declarations, using Apple flavor as an example:

Flavor Type	What it's Made of	Description	Cost*
Natural Apple Flavor		All flavor materials are natural and derived from apple.	\$\$\$\$
Natural Apple Flavor WONF	 + 	All flavor materials are natural. Some are derived from apples. The rest are a mix of other botanical and aroma chemicals to get the 'apple' taste.	\$\$\$
Natural Apple Type Flavor		All flavor materials are natural. None are derived from apple but from unspecified natural sources.	\$\$\$
Natural & Artificial Apple Flavor	 + 	Flavor materials are from a mix of natural (derived from apple) and synthetic sources.	\$\$
Natural & Artificial Apple Type Flavor	 + 	Flavor materials are from a mix of natural (not derived from apple) and synthetic sources.	\$\$
Artificial Apple Flavor		All flavor materials are synthetic.	\$

REGULATORY GUIDELINES FOR FLAVOR

Per FDA regulations, manufacturers must disclose certain flavoring facts on every product label.

WHAT'S INSIDE AFFECTS WHAT'S ON THE OUTSIDE

Some popular Front-of-Pack declarations are:

- Naturally Flavored
- Naturally Flavored With Other Natural Flavors
- Naturally & Artificially Flavored
- Artificially Flavored



This means these products rely on one or more types of flavor to standardize the experience, evoke an emotional response, and offer differentiation from competitive products.

Principal Display Panel (PDP) - visual depictions of fruits/vegetables on this consumer-facing display are acceptable ONLY when one of these conditions is met:

- direct addition of fruits/vegetables (e.g., fruit juice or puree)
- derivatives of fruits/vegetables are present in the natural flavor

TAP INTO IMBIBE'S FLAVOR EXPERTISE

The collaboration of our product development, taste modulation, and flavor teams means that you get thoughtfully selected flavors based on your product type, cost parameters, desired nutritional profile, and overall desired sensory experience.

Want to see some recent flavor creations via our [Flavor Drop](#) initiative?

If you're looking for more, reach out to marketing@imbibeinc.com to get flavors shipped to your bench fast, or for flavor insights that will help optimize your portfolio.

*Not an exact science. Cost may vary based on product type, specific flavor, and other factors.