Beyond Vanilla Labeling

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Agenda

- Artificial Flavor Labeling
- Labeling Vanillin – Chocolate and Butter
- Vanilla WONF
- Vanilla and Ice Cream
- Natural Flavors — How and Where to Disclose?
- Litigation as Regulation?

Artificial Flavoring

Where to disclose?

- Any pictures, words, associations?
- Does the artificial flavor have any impact, beyond "rounding out" main flavor?

Credit Nadia Bernstein, Ph.D.

Labeling Vanillin

- "Not Characterizing" for chocolate hazelnut spread?

, VANILLIN: AN ARTIFICIAL FLAVOR.

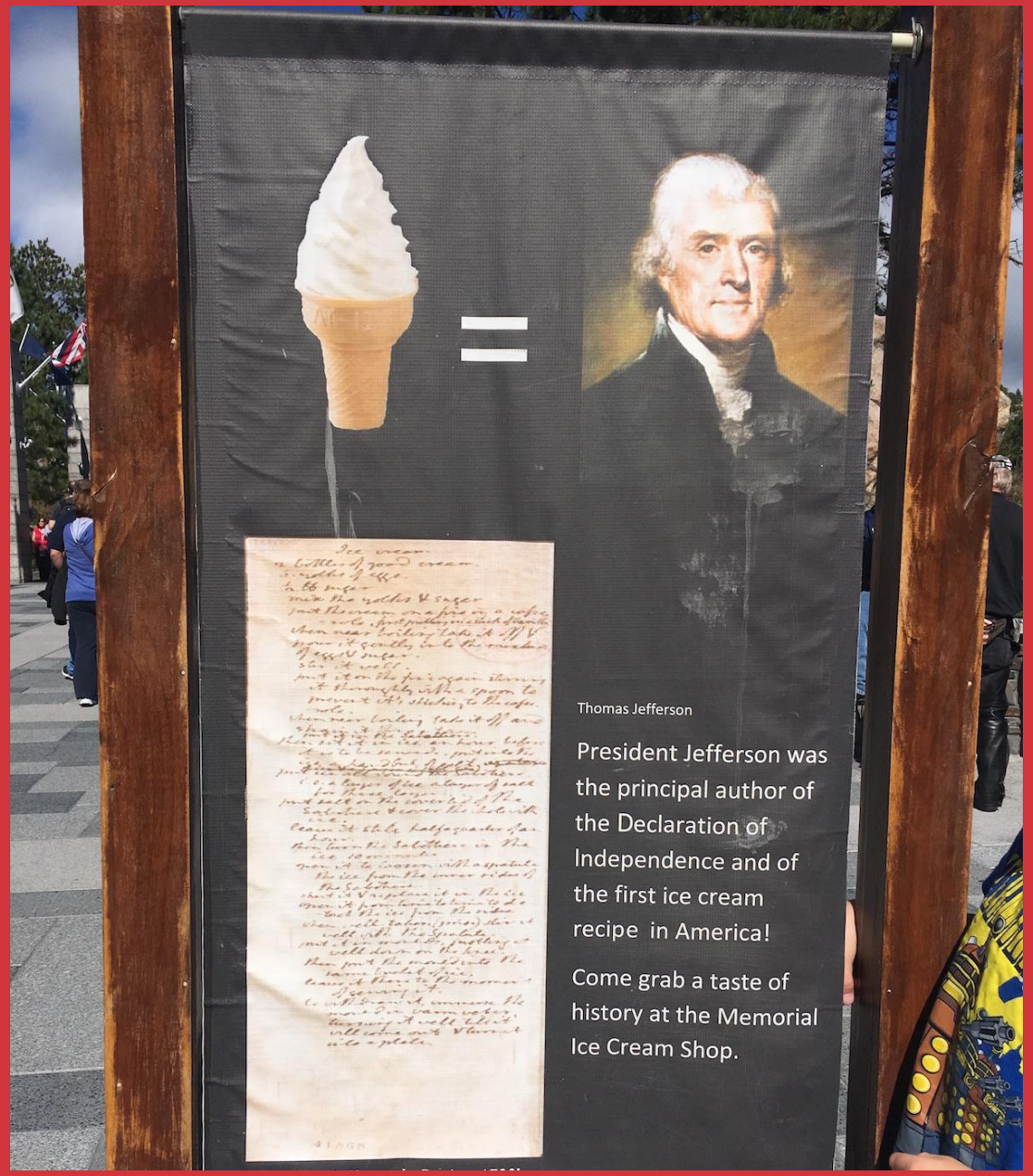
A Tale of Two Butter Cakes

BUTTER, NONFAT MILK, WATER, FOOD STARCH
ORBITAN MONOSTEARATE, ARTIFICIAL FLAVORS,

- Artificial Flavors in Entenmann's previously listed as "Vanillin" in ingredients
- Does vanillin provide any notes, taste, etc., of butter?

Vanilla With Other Natural Flavor

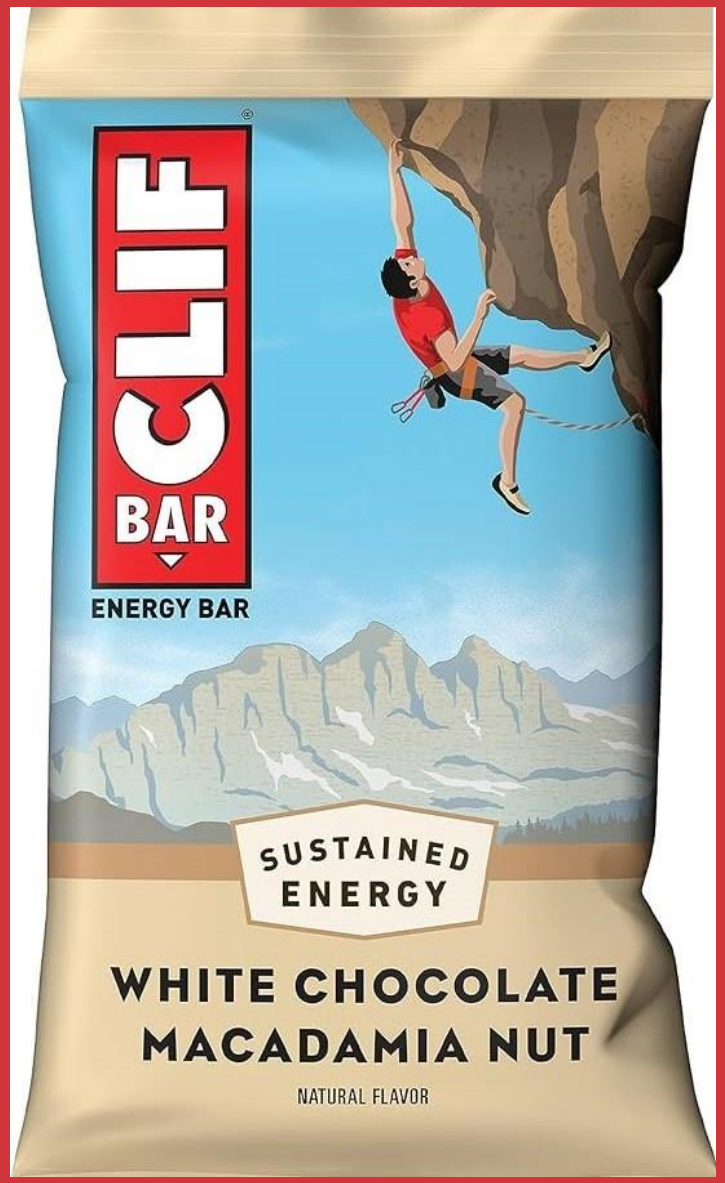
- Likely added vanillin, from natural sources
- Ingredients: Cultured Pasteurized Grade A Nonfat Milk, Water, Sugar, Fructose, Modified Food Starch, Natural Flavor, Citric Acid, Vanilla Extract.



Vanilla and Ice Cream

- 3 Categories
- Category 1 - only from characterizing ingredient
- List ingredients by specific name
  - "vanilla extract," or "vanilla flavoring"
  - not "natural flavor" if using only vanilla

Let’s just add the words “Natural Flavor”



Let's write it on the side…

Regulation > Litigation

- Avoids ad hoc application
- Informed consumers
- Prevents unfair advantages

Thank you

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