

Choosing natural or synthetic flavours for your application

Standard

- Can be labelled as 'X Flavouring' or 'Flavouring' (EU/UK Law 1334/2008)
- Widest range – helps to make more complex and realistic flavours
- Ready available - consistency of supply leading to less reformulation
- Flavouring substances are on a 'positive' list highly regulated and often of higher purity – also helps consistency.
- Cannot use the 'Free from artificial flavours' claim
- Cheaper

Natural

- Can be labelled 'Natural flavouring' (EU/UK Law 1334/2008)
- Can only be labelled 'natural X flavouring' if 95% of components are from the named source – unusual
- Improved consumer perception – avoid negative connotations of flavours
- Can be issues with the purity of raw materials
- Can use the 'Free from artificial flavours' claim
- More expensive

We're happy to discuss the choice between the two further with you, so enquire today.