



# Flavouring, or Natural Flavouring?

It's essential to understand the ingredients which make up a flavour to choose the right option for your project. This White Paper discusses the definitions and pros and cons of both.

## Flavouring:

Flavouring components are typically a mixture of isolated odiferous substances known as 'aroma-chemicals'. These are not normally derived from a natural source but each has been evaluated for safe use in food/beverages by the European Food Safety Authority (EFSA) and put on a positive-list. Flavourings are mixtures of these.

- ☒ Labelled as 'X Flavouring' or 'Flavouring'
- ☒ Wide range of aroma-chemicals – helps to create more complex and realistic flavours
- ☒ Readily available flavouring components – consistency of supply
- ☒ Typically cheaper
- ☐ Cannot use 'Free from artificial flavours' claim

## Natural Flavouring:

It is possible to derive many of the same aroma-chemicals on the EFSA list from a natural source e.g. plant. If all the flavouring components in a flavouring are exclusively comprised of these natural aroma-chemicals and/or other natural ingredients such as oils and extracts then they can be labelled as a Natural Flavouring.

- ☒ Can be labelled as 'Natural flavouring' or 'Natural X flavouring' \*
- ☒ Can use a variety of natural ingredients and extracts, as well as natural aroma-chemicals
- ☒ Able to make 'Free from artificial flavours' claim - improved consumer perception
- ☐ Potential for issues with cost / availability / consistency of ingredients
- ☐ Typically more expensive

\*To label as 'Natural X flavouring', >95% of the flavouring components must be derived from the named source X

## Considerations:

Choosing a Flavouring or Natural Flavouring for your product comes down to a balance of customer demand vs. cost constraints and supply consistency. Although there is no defined data or study which shows natural flavourings to be safer or healthier, consumer perception must be considered.

In conclusion, if your project is cost-driven we recommend a Flavouring. If your market or company policy demands it, it's right to choose a Natural Flavouring. Each has its merits, and Kanegrade is proud to manufacture class-leading ranges of both, just let us know which you need when enquiring with us.

Let's continue the conversation: get in touch and we'll be happy to discuss your next project further.