



Made with Natural Ingredients

Consumers are looking for an easy to understand ingredient list with ingredients they recognise.

‘Made with Natural Ingredients’ is just that - but taken a step further - so that our customers can leverage that ultra clean label profile and engage consumers in a transparent and considered way.

Griffith ™
FOODS

Seasonings Made with Natural Ingredients - a healthy snacking alternative

69% of European consumers claim that they expect healthy snacks to be made from natural ingredients. They prefer clean label products with no artificial colours, ingredients and preservatives- and are prepared to pay up to 20% more for these products, when shopping.

And this is exactly what we have developed in collaboration with our Consumer insights, Sensory experts and Dedicated

Snack Research and development team: A collection of great tasting snack seasonings made with Natural ingredients and with a transparent ingredient list that is easy to understand for everybody. Giving consumers what they are asking for, and enabling you to benefit from more premium differentiated market position and higher margin

Ultra Clean Label

- ✔ Only natural cupboard ingredients used, minimal processed single food ingredients
- ✔ Pack claim: Seasoning made with Natural ingredients
- ✔ Intense flavour, no compromise on taste

Natural ingredients

- ✔ Sea salt
- ✔ Essential oils
- ✔ Herbs & spices
- ✔ Extra virgin olive oil
- ✔ Dried vegetables

Free From

- ✔ Sugar, Maltodextrin & Dextrose
- ✔ Anti-caking agents
- ✔ E numbers
- ✔ Palm oil and derivatives
- ✔ Sweeteners

Claims & Certificates

- ✔ Gluten free
- ✔ Vegan & Vegetarian
- ✔ Halal and Kosher certification on request



A transparent option offering a great taste and texture.

“ A conscious solution for high impact clean label packaging claims.

Creating **Better Together**™



Printed on eco-friendly paper in line with Griffith Foods sustainability ambition.

Join us as we help pioneer the next generation of culinary innovation at griffithfoods.com/eu

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