

INCLUSIONS...NATURALLY

Although there is still no formal definition for “natural” food products, many companies follow the lead of market pioneers like Whole Foods. Whole Foods does not specify exactly what natural is, but they do say what ingredients they feel are not natural, and if these are used in a finished product, by default this product is not Whole Foods acceptable.

Some examples of ingredients that are not acceptable are:

- Partially hydrogenated fats
- Artificial colors (FD&C certified)
- Artificial flavors
- Artificial sweeteners (aspartame, ace-k, etc.)
- Chemical preservatives (like potassium sorbate)

SensoryEffects[®] has a line of products that conforms to the Whole Foods Acceptable doctrine, and thus many companies would consider these natural.

Standard

Blueberry
Maple
Raspberry
Somerset Cheddar
Strawberry

Customized

Apple	Cranberry	Peppermint
Blackberry	Grape Jelly	Raisin
Caramel	Lemon	Sun Butter
Cherry	Peach	Toffee
Chocolate	Peanut Butter	Yogurt
Coffee	Pear	

Now, all the benefits of our SensoryEffects[®] delivery systems are available for your “natural” product formulation. Give us a call and try them for yourself!

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