



# Meet the rising demand for clean label confectionery

A brief overview of 5 mega trends within clean label confectionery



“Clean label” has been a significant trend within the food industry for a while. But what exactly does “clean label” mean for you and your company?

Here we briefly present the five most critical mega trends within the rising demand for clean label confectionery. We hope it gives you a valuable overview of the many demands of the modern consumer.

[Book a free workshop →](#)

 TREND 1: A short and simple list of recognizable and natural ingredients	 TREND 2: No animal-derived and artificial additives	 TREND 3: Fewer allergens	 TREND 4: Non-GMO	 TREND 5: Fair Trade and full transparency
<p>One of the major trends right now is a push for fewer ingredients. Food companies are simplifying their formulations as the consumers look for simple product labels and recognizable ingredients.</p> <p>The modern consumer wants to understand what they eat. And they want food companies and brands that make their choices easier.</p>	<p>Increasing demand for natural and vegan ingredients urges the industry to stop using animal-derived and artificial additives wherever such a move is possible. E-numbers are out, and natural ingredients are in.</p> <p>The industry is moving away from using artificial colours and titanium dioxide (E171) as a primer, and also reducing the use of animal-derived additives such as carmine, shellac and beeswax.</p> <p>Thanks to new solutions, it is possible today to create products that cater to vegans and consumers with animal welfare on their minds.</p>	<p>Food allergies are on the rise worldwide. If you don't consider this development, you will lose a growing percentage of your potential customers. The most problematic and often-used allergens in sweets, bakery, and desserts are nuts, milk, and soy (lecithin).</p> <p>There is a lot to gain for those who manage to cater to the rising demand for “free-from” products by using as few allergens as possible.</p>	<p>Consumers are actively looking for non-GMO products, and when it comes to genetically modified ingredients within the production of confectionery, the main culprit is genetically modified soy.</p> <p>Many companies use soy lecithin due to the beneficial properties combined with a low price tag. However, with changing consumer demands, now might be a great time to move away from GMO-soy. We find sunflower lecithin to be a great potential replacement that also eliminates soy as an allergen.</p>	<p>Today's consumers expect a fair and transparent supply chain, and they insist on knowing that your raw ingredients are sourced ethically and processed under good working conditions. Soy and palm fat are great examples of problematic ingredients consumers are increasingly aware of.</p> <p>Global Certificates such as Fairtrade and UTZ/Rainforest Alliance show your company's dedication to an ethical and fair supply chain. At the same time, local and supplier-specific certifications are a developing trend as well.</p>

# About The Carletti Group

Carletti is a valued supplier of chocolate lentils to bakeries, confectionery, dairy and ice cream industries in 28 countries.

For more than 100 years, we have nurtured our reputation as a family-owned, trustworthy, flexible and innovative partner. A Danish chocolate company that unites tradition with progress.

We do not use soy and palm fat in our chocolate products, and all production takes place in a nut-free environment.

We are BRCGS and IFS certified and we offer Fairtrade and UTZ/Rainforest Alliance products. We can also deliver chocolate lentils to clients for kosher products.

We are pleased to customize our products to your specific needs by applying our extensive knowledge to joint development.

Do you want to learn more about our products and collaboration opportunities?

Book a free workshop by clicking the button below.

[Book a free workshop](#)

