

## Clean Label Workshop Series

### Underwriter Deliverables

*Underwriter Program includes all three (3) Clean Label Workshops*

#### Pre-Show

- Underwriter mentioned in write-ups on appropriate Health & Nutrition brand websites, including Natural Products INSIDER
- Underwriter recognition and hyperlink to company web site to appear on INSIDER and SupplySide West website
- Underwriter logo in Show Agenda, included on SupplySide West website, Attendee Guidebook, Show Planner, Expo Companion and Mobile App
- Underwriter logo featured on Clean Label Workshop Series ad within SupplySide West Show Planner

#### Post-Show

- Post event email distributed to all Clean Label Workshop Series participants
  - Underwriter may submit up to 20 double-sided pages of scientific literature (abstracts, white papers, etc) to be included in post-event email
- Underwriter to receive complete contact information for each attendee participating in the workshops

#### On-Site

- Workshops will take place on:
  - **Tuesday, September 26 from 9am – Noon: Defining Clean Label**
  - **Tuesday, September 26 from 1:30 – 4:30pm: Clean Label Strategies and Formulation Considerations**
  - **Friday, September 29 from 8:30 – 11:30am: Developing and Delivering Clean Label Messaging**
- Underwriter logo on Workbooks distributed to attendees – underwriter to provide 75-word bio and complete contact information to be included
- Underwriter logo to appear on signage in Clean Label Workshop Series rooms
- Underwriter literature or promotional item distributed to attendees at Clean Label Workshops
- Verbal recognition of underwriters at beginning of sessions
- Underwriter receives two (2) complimentary passes for company representatives to attend each Workshop

**Underwriter: 6 available at \$15,000 each**

### **Defining Clean Label: Moving From Trend to Norm**

Tuesday, September 26, 9am – Noon

The more ubiquitous clean label becomes, the more it moves from trend to expectation—driving food and beverage companies to change their thinking about new and existing products. Globally, the market for clean label products is growing, and identifying go-to-market segments will be key for brand growth. But with no legal or industry definition of clean label, companies must ensure their message and products are on target with consumer perception and expectation. During this workshop, attendees will gain insight into:

- Defining clean label and its impact on future product development.
- Current market trajectory for clean label food and beverages and key growth categories for new product development.
- Identifying the clean label consumer and understanding how their mindset affects purchasing decisions.
- U.S. and international regulatory issues that impact business.

### **Clean Label Strategies and Formulation Considerations**

Tuesday, September 26, 1:30 – 4:30pm

The food and beverage industry is undergoing a paradigm shift in how it processes, creates and delivers products to consumers; however, going clean label isn't as easy as 1-2-3. Formulators must find ingredients that not only look good on a label, but also function well in the product. Clean label ingredients also can be more expensive than their counterparts, and companies must have procedures in place to ensure the integrity of the supply chain. During this workshop, attendees will gain insight into:

- Finding the right ingredient supplier and establishing best practices for communicating desired results, verifying ingredient integrity and auditing practices of clean label ingredients.
- Proper ingredient selection and formulation considerations for clean label food and beverage applications.
- Cost considerations when choosing clean label ingredients.
- The importance of sustainability and best practices to keeping the supply chain clean from farm to fork.

### **Developing and Delivering Clean Label Messaging**

Friday, September 29, 8:30 – 11:30am

Clean label is the new norm, providing opportunity for existing and new companies to differentiate themselves in an increasingly saturated and competitive market. But gaining a brand loyalty foothold with today's food and beverage consumers requires developing and delivering clear and concise messaging. Brands must communicate clean label product attributes such as organic and non-GMO (genetically modified organism) while keeping supply chain transparency, label claims and regulations top of mind. During this workshop, attendees will learn:

- Key considerations for developing and delivering clean label branding through packaging, marketing materials and social media.
- How to effectively communicate organic and non-GMO, including labeling, certification and transparency.
- Best practices to navigate through regulatory issues such as FSMA, supply chain verification, labeling and product claims.