



RÜTZ® FOR CLEAN LABEL

Transparently Delicious®

PRODUCT HIGHLIGHT

Rütz® plant-based portfolio utilizes essences and extractives to provide a clean label option that offers the consistent and complex taste profiles desired of natural flavors without having to be labeled out as a flavoring



Crafted by nature, Rütz® plant-based taste options are designed to provide the ingredient transparency that modern consumers desire without compromising on taste. This innovative portfolio provides you more labeling options allowing your brand to feature transparency with ingredient declaration.

TRANSPARENCY

The food and beverage industry regulations for natural and organic continue to evolve. Consumers are demanding label information that they can understand or recognize. Natural flavors as an ingredient has been growing rapidly over the years to replace synthetic flavors. Additionally, the use of flavor extracts and essences has increased recently to clarify the source of the flavor.

To provide an additional level of transparency and options for labeling, the Rütz® portfolio is formulated with plant-based components that can be listed on the label.

At Flavor Producers, we have developed a portfolio of natural and organic flavors to meet the increasing consumer demand for transparent label options. The Rütz® line offers more options for this portfolio to optimize taste and provide transparency.

RÜTZ® LABELING OPTIONS

Rütz® is a unique flavor option that lets you go as far as removing flavors from your label. This flexibility in labeling choices allows you to find the ideal labeling solution for your brand.

CHERRY FLAVORED TEA EXAMPLE:

Statement Option 1: Parenthetical

Brewed Tea (Filtered Water, White Tea Leaves), Cane Sugar, Citric Acid, Natural Flavor (**Dark Cherry Essence and Citrus Extractives**)

Statement Option 2: Removing Flavors

Brewed Tea (Filtered Water, White Tea Leaves), Cane Sugar, Citric Acid, **Dark Cherry Essence, Botanical and Citrus Extractives**

Statement Option 3: Full Transparency

Brewed Tea (Filtered Water, White Tea Leaves), Cane Sugar, Citric Acid, **Dark Cherry Essence, Bitter Almond Extractive, Costus Root Extractive, Benzoin Extractive, Lemon Extractive, Orris Extractive, Violet Leaves Extractive, Davana Extractive, Cassis Extractive**



INNOVATORS IN NATURAL AND ORGANIC FLAVORS FOR OVER 35 YEARS

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RÜTZ® FOR CLEAN LABEL

By crafting with only the highest quality raw materials our team of flavorists can bring your vision to life, helping you tackle any labeling challenges with clean and clear options like Rütz®.



RÜTZ® IS AVAILABLE IN:

- Liquid
- Peelz® (natural flavor carrier) granular & powder
- Global Natural
- Certified Organic
- Non-GMO

A CLEAR SOLUTION FOR YOUR APPLICATION

Rütz® are suitable for a wide range of applications. Our team of R&D and applications experts can also help guide you to ensure you are getting the best tasting and cleanest option possible.



PLANT-BASED



BAKERY



BEVERAGE



CONFECTIONERY



DAIRY



ALCOHOL



NUTRACEUTICAL



SPORTS NUTRITION

RÜTZ® PROFILE EXAMPLES:

Acai	Fennel Bitters
Apple	Gin
Apricot	Ginger
Banana	Grapefruit
Blackberry	Herbal Bitters
Blood Orange	Lemon
Blueberry	Vanilla
Brown Sugar	Lime
Caramel	Mango
Cherry	Mixed Berry
Chocolate	Orange
Cinnamon	Peach
Citrus	Pickle
Citrus Bitters	Raspberry
Citrus Vanilla	Root Beer
Coffee	Rose
Cola	Strawberry
Cucumber	Vanilla

CONTACT US

To learn more about the clearest taste solution available and get a sample of Rütz® contact us at rutz@flavorproducers.com.

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