

European Consumer Perception & Attitudes to Food Colour

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Colorcon



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Agenda

- Some typical examples of use of colours
- Current attitudes
- Influences on consumer opinion



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INGREDIENTS

Sugar, Glucose Syrup, Beef Gelatine, Vegetable Oil, Modified Maize Starch, Colours (Anthocyanins, Plain Caramel, Paprika Extract, Beetroot Red, Curcumin, Lutein), Citric Acid, Natural Flavouring, Fat Reduced Cocoa Powder, Water, Vegetable Concentrates (Nettle, Spinach), Glazing Agents (Beeswax, Pectin).

NO ARTIFICIAL COLOURS, FLAVOURS OR HYDROGENATED FAT.





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CHILLI HEATWAVE

Corn (whole maize kernels), Sunflower Oil (18%), Chilli Heatwave Flavour [Sugar, Flavourings (Contains Soya, Wheat), Flavour Enhancers (Monosodium Glutamate, Disodium 5'-Ribonucleotide), Soy Sauce Powder (Contains Soya Beans, Wheat), Acidity regulator (Sodium Diacetate), Salt, Potassium Chloride, Hydrolysed Soya Protein, Colours (Sulphite Ammonia Caramel, Paprika Extract, Beetroot Powder), Citric Acid, Malic Acid], Vegetable Oil.





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Ingredients: Corn, Vegetable Oil (Corn, Canola, and/or Sunflower Oil), Maltodextrin (Made From Corn), Salt, Monosodium Glutamate, Dextrose, Jalapeño Pepper Powder, Tomato Powder, Paprika, Onion, Citric Acid, Modified Corn Starch, Natural and Artificial Flavors (Including Natural Chicken Flavor), Spices, Garlic, Spice Extractives, Vinegar, Corn Syrup Solids, Artificial Color (Including Yellow 6 Lake, Red 40 Lake, Blue 1 Lake), Parsley, and Lemon Juice.





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Consumer Opinion

- Current position, based on surveyed data



More or Less?

Undesired Ingredients		Desired Ingredients	
1. ARTIFICIAL COLOURS	72%	1. NATURAL FLAVOURS	59%
2. ARTIFICIAL FLAVOURS	70%	2. VITAMIN C	57%
3. E NUMBERS	68%	3. VITAMIN D	56%
4. ARTIFICIAL SWEETENERS	65%	4. FIBRE	55%
5. FAT	60%	5. OMEGA 3/6	52%

Natural colours came 7th on the desired list

Source: Leatherhead Food Research

Yes or No?

- Is it acceptable to add colours to food and drink?

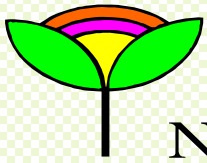
	Colours
Very Acceptable	1%
Quite Acceptable	24%
No opinion	21%
Quite Unacceptable	36%
Very Unacceptable	18%

Yes or No?

- Is it acceptable to add colours to food and drink?

	Colours	Flavours
Very Acceptable	1%	5%
Quite Acceptable	24%	37%
No opinion	21%	22%
Quite Unacceptable	36%	27%
Very Unacceptable	18%	10%

Source: Leatherhead Food Research



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Natural or Artificial?

- Is it important that colours added to food & drink are natural?
- 53% of respondents said 'very important'
- 75% of respondents said 'very important' for children's food & drink

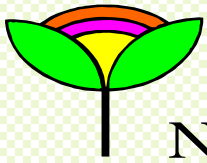
Source: Leatherhead Food Research



Is Artificial Safe?

**Only 27% of
consumers agree
with the statement
'companies wouldn't
use artificial
colourings if they
weren't safe'**

Source: Leatherhead Food Research



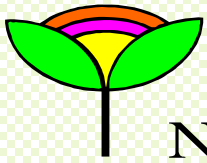
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Is Natural Better?

84% of consumers would be willing to accept a food or drink which has a duller colour if I knew it contained natural colourings rather than artificial ones

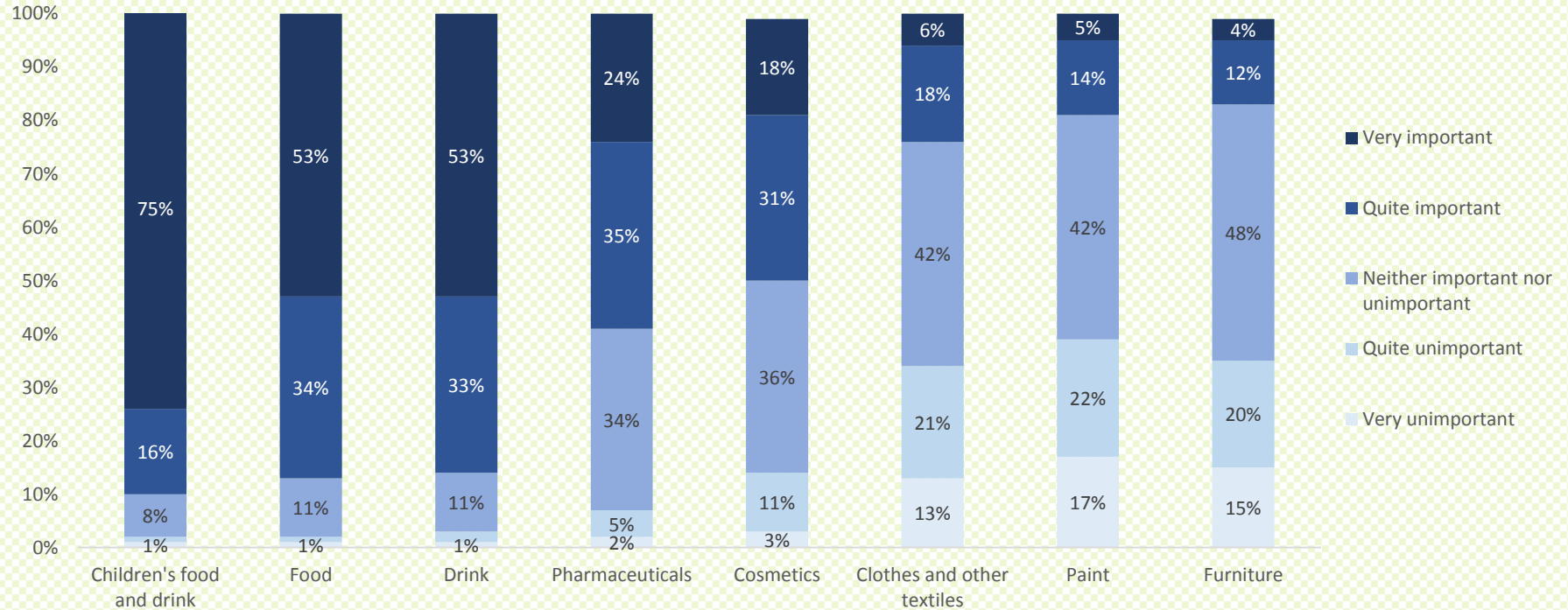
43% agreed they would be willing to pay more for products containing natural rather than synthetic colours

Source: Leatherhead Food Research

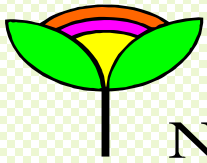


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Other Sectors

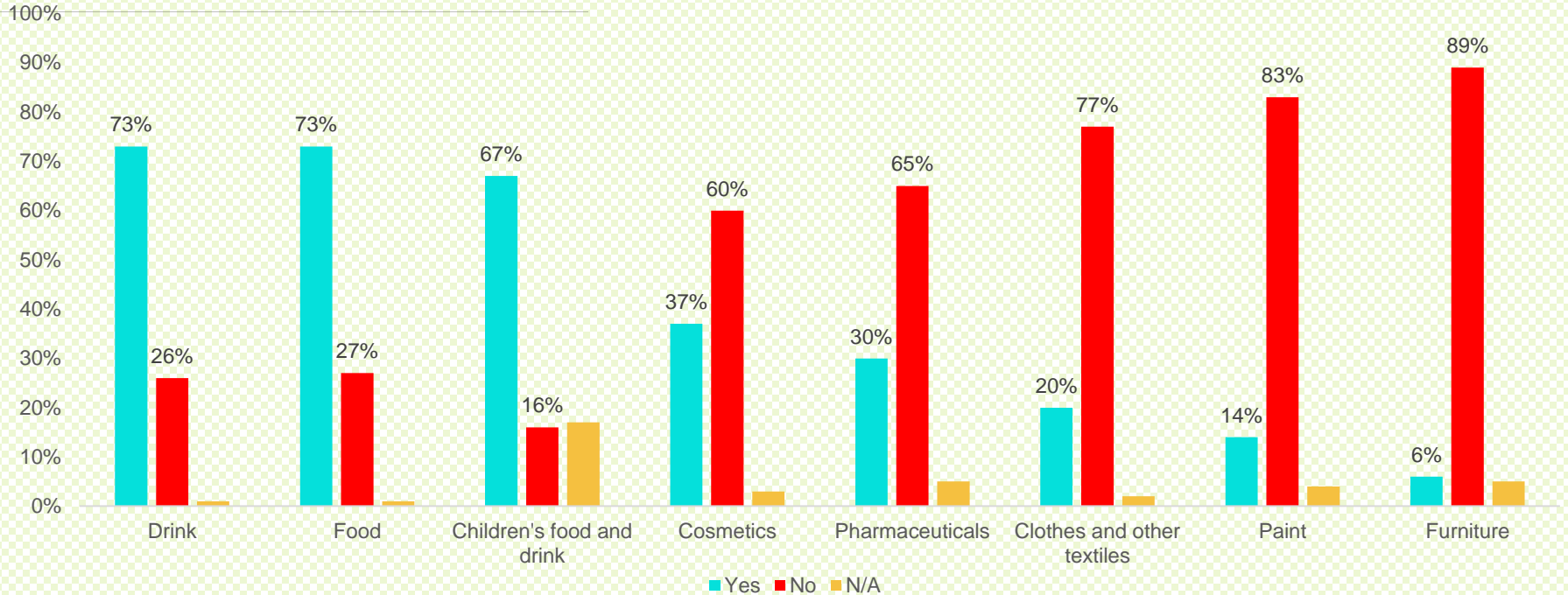


Source: Leatherhead Food Research



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Do you read the label?



Source: Leatherhead Food Research



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Consumer Opinion

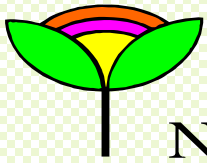
- Food additives in the EU have been viewed with suspicion for many years
- Food colours are viewed even more negatively as they are seen not to have a useful function



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Consumer Opinion

- What are the influences?



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Consumer Opinion

- The media can be very influential in shaping public opinion

Daily Mail

Call to ban food colourings used in medicines like Calpol after they are linked to hyperactive children

- Action on Additives said 19 children's medicines sold in the UK - including Calpol infant suspension - contain colourings linked to hyperactivity
- The Medicines and Healthcare Regulatory Agency said the medicines are intended to be taken infrequently so additive intake from them is low
- The charity is worried about chronically ill children who need regular doses



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Consumer Opinion

THE TIMES

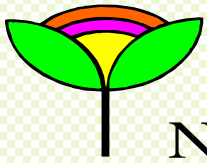
Food alert as every additive comes under new suspicion

Valerie Elliott, Consumer Editor

Published at 12:00AM, September 6 2007

The safety of every food colouring and additive is being assessed independently by the European Food Safety Authority. Food safety experts expect most of these artificial colourings to be banned or phased out within two years.

The Food Standards Agency made clear yesterday that it had the option to introduce a unilateral ban, but it believes that an EU-wide ban would be more effective, especially as many manufacturers operate across the Continent. Scientists at the food safety authority's headquarters in Parma, Italy, have examined the Southampton research findings and are preparing a report for the European Commission.



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- Most major retailers have policies on the use of additive

How can Waitrose help?

Waitrose permits the use of appropriate additives only where necessary and seeks to use natural alternatives whenever possible. Waitrose also prohibits and restricts the use of specific additives in its own-label foods.

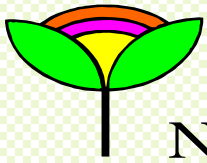


How we can help...

We know that our customers prefer to avoid the use of additives, so it's our policy to minimise the use of food additives wherever we can, across our entire range of foods – and to use natural additives wherever possible.

We do not use any artificial colours or flavours in any of our food and drink products. There are a number of other food additives which are not permitted in our foods. These include monosodium glutamate (msg), cyclamates and tartrazine and over half of the additives permitted by the EU - particularly those associated with concerns about food intolerance and children's diets e.g. Ponceau

4R, Sunset Yellow and Carmosine.



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Regulatory Agencies

In 2012, the UK agency the **Food Standards Agency, FSA**, introduced a voluntary ban on the use of the six Southampton colours, its website includes a list of:

- caterers and restaurants

- manufacturers

- retailers

who participate in the ban

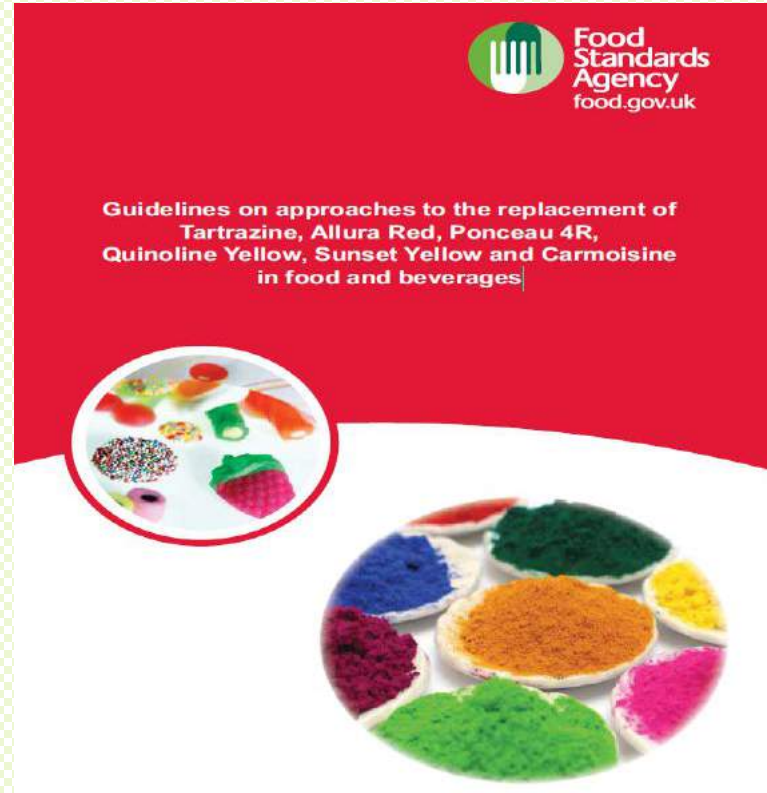


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Regulatory Agencies

In 2011 FSA published a 38 page guidance for industry on how to replace the Southampton colours in food and beverages





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Regulatory Agencies

At EU level foods containing the six Southampton colours must carry a warning

- *'may have an adverse effect on activity and attention in children'*



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Consumer Opinion

Food Companies

Often base marketing campaigns for their products based on 'free from' labelling.

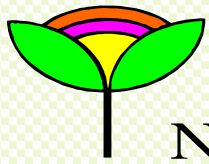


Conclusions

- Natural colours are important for consumers and even more so for products aimed at children
- Less important for cosmetics and pharmaceutical products
- Concerns originate from many sources, mainly the media and relate to health
- Generally, poor understanding of colours and why they are used

Conclusions

- The use of colours in food products in the EU is determined more by consumer pressure groups than by regulation
- Regulations can be influenced by public concern and sometimes this outweighs scientific evidence



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