**Food industry: natural landscape on hydrocolloid use**

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Transparency (through authenticity) is a basic concept of the clean label phenomena. Clean label is a term used for several label claims such as “all natural”, “minimally processed,” and “non-GMO,” that also lack legal definition. The Clean label approach is reducing the number of ingredients, particularly ingredients perceived to be artificial or synthetic.

Consumers want to know what is in their food and where it came from. Consumers are demanding a return to real food containing natural, familiar, simple ingredients that are easy to recognize, understand, and pronounce.

Today, the Food Industry opted to remove selective food additives such as synthetic colors, preservatives, stabilizers, emulsifiers, and naturally occurring hydrocolloids eg. from seaweed.

Jellies and gravies often provide structure and texture, impart taste and flavor or deliver bioactive compounds to foods. Their use must meet the long-standing industry goal to manufacture safe processed foods.

However, even as the standards implemented to help good food manufacturing practices have become better understood over the years, consumer expectations are changing and are placing new demands on processors. The desire for less processed foods as well as consumer-friendly ingredient lists for a variety of products has challenged formulators and ingredient vendors alike.

This presentation will review the range of emerging approaches to replace processed hydrocolloids towards alternative natural ingredients in food and beverage categories.