






Understanding Flavor Labeling

Consumer Facing Label	Flavor Type	Description	Orange Example	Relative Cost
Natural	Natural	All flavor ingredients directly from an orange		\$\$\$+
	Natural With Other Natural Flavors (WONF)	Contains flavor ingredients from the orange and pulls flavor notes from other natural sources		\$\$\$
	Natural Type	Contains flavor ingredients from natural sources to create a profile that delivers an orange taste		\$\$
Natural and Artificial	Natural and Artificial	Flavor ingredients are from named natural sources and other substances, including non-natural		\$
Artificial	Artificial	Delivers an orange taste but relies on flavor ingredients other than natural sources		\$-

