

- Latest News
- Media Contacts
- Meet Our Experts
- Latest Stories
- Press Information and Resources

[Home](#) > [Media](#) > [Latest News](#) > Nestlé USA Commits to Removing Artificial Flavors and FDA-Certified Colors from All Nestlé Chocolate Candy by the End of 2015



Nestlé USA Commits to Removing Artificial Flavors and FDA-Certified Colors from All Nestlé Chocolate Candy by the End of 2015

[To Press Releases list](#)

GLENDALE, Calif., Feb 17, 2015

First Major U.S. Candy Manufacturer to Make This Commitment

Nestlé USA announced today its commitment to removing artificial flavors and FDA-certified colors, like Red 40 and Yellow 5, from all of its chocolate candy products. By the end of 2015, more than 250 products and 10 brands including NESTLÉ® BUTTERFINGER®, CRUNCH® and BABY RUTH® will be free of artificial



flavors and certified colors. Products will begin appearing on store shelves by mid-2015, and will be identified by a “No Artificial Flavors or Colors” claim featured on-pack.

“Nestlé is the world’s leading nutrition, health and wellness company and our commitment to remove artificial flavors and certified colors in our chocolate candy brands is an important milestone,” said Doreen Ida, president, Nestlé USA Confections & Snacks. “We know that candy consumers are interested in broader food trends around fewer artificial ingredients. As we thought about what this means for our candy brands, our first step has been to remove artificial flavors and colors without affecting taste or increasing the price. We’re excited to be the first major U.S. candy manufacturer to make this commitment.”

According to Ida, Nestlé USA conducted research on brands like BUTTERFINGER®, which indicates that U.S. consumers prefer candy brands they know and love to be free from artificial flavors and colors. Further, findings from Nielsen’s 2014 Global Health & Wellness Survey show more than 60% of Americans say no artificial colors or flavors is important to their food purchase decisions.

Nestlé USA is achieving this commitment by removing artificial flavors and colors, and replacing them with ingredients from natural sources. For example, in the BUTTERFINGER® crispety, crunchety center, annatto, which comes from the seeds found in the fruit from the achiote tree, will replace Red 40 and Yellow 5. In CRUNCH®, natural vanilla flavor will replace artificial vanillin.

“We never compromise on taste. When making these changes to more than 75 recipes, maintaining the great taste and appearance consumers expect from the chocolate brands they know and love is our #1 priority,” said Leslie Mohr, nutrition, health and wellness manager, Nestlé Confections & Snacks. “We conducted consumer testing to ensure the new recipe delivers on our high standards for taste and appearance.”

According to Mohr, this change affects Nestlé’s current portfolio of chocolate brands including

NESTLÉ® CRUNCH®, BUTTERFINGER®, BABY RUTH®, SKINNY COW®, RAISINETS®, GOOBERS®, SNO CAPS®, 100 GRAND®, OH HENRY® and CHUNKY®. Going forward, all newly launched chocolate and non-chocolate candy products (gummies, sours, etc.) introduced by Nestlé USA will be made without artificial flavors or colors. Additionally, Nestlé USA is actively pursuing the removal of caramel coloring from its chocolate products. Caramel coloring is an exempt-from-certification color additive, which is used in only nine of the more than 250 chocolate products.

Nestlé USA

Named one of “The World’s Most Admired Food Companies” in *Fortune* magazine for seventeen consecutive years, Nestlé provides quality brands that bring flavor to life every day. From nutritious meals with LEAN CUISINE® to baking traditions with NESTLÉ® TOLL HOUSE®, Nestlé USA makes delicious, convenient, and nutritious food and beverage products that make good living possible. That’s what “Nestlé. Good Food, Good Life” is all about. Well-known Nestlé USA brands include: NESTLÉ® TOLL HOUSE®, NESTLÉ® NESQUIK®, NESTLÉ® COFFEE-MATE®, STOUFFER’S®, LEAN CUISINE®, HOT POCKETS® and LEAN POCKETS® brand sandwiches, NESCAFÉ® and NESCAFÉ CLASICO™, BUITONI®, SKINNY COW®, DREYER’S/EDY’S®, NESTLÉ® CRUNCH®, NESTLÉ® BUTTERFINGER®, WONKA® and DIGIORNO®. Nestlé USA, with 2013 sales of \$10 billion, is part of Nestlé S.A. in Vevey, Switzerland – the world’s largest food company with a commitment to Nutrition, Health & Wellness – with 2013 sales of \$99 billion. For product news and information, visit Nestleusa.com or Facebook.com/NestleUSA.

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About Us

About Nestlé in the U.S
 Latest Stories
 Parental Leave
 CA Transparency in Supply
 Chains Act

Creating Shared Value

Creating Shared Value
 Faces of Nestlé
 Stakeholder Engagement
 Full CSV Report

Nestlé in Society

Individuals and Families
 Communities
 The Planet

Ask Nestlé

Water
 Child Labor
 GMOs
 Breastfeeding Support
 Seafood Supply Chain

Brands

Baking
 Coffee
 Drinks
 Ice Cream
 Culinary, Chilled & Frozen

Careers

All U.S. Careers
 DC Metro Careers
 Employee Stories

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 Media Contacts
 Expert Contacts for Media
 Images
 Videos

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