

What is a 'natural flavour' ?



Which of these cakes do you think contains the most real strawberry?

.....

.....

.....

Which descriptions helped you decide?

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Why do you think the food companies show pictures of real strawberries so boldly on the front of the packet?

.....

.....

.....

If a label says that a product contains real strawberries, then there must be real strawberries in the food, and the ingredients list should tell you exactly how much. But if the label only says 'flavour' or 'flavoured', then watch out. Fruit is expensive, so companies can make more money if they cut down on the real fruit they use, and replace it with natural or artificial flavouring chemicals instead, which are very cheap.



TIP: 'Natural flavour' or 'naturally flavoured' food may sound tasty, but it can mean there is less real food in the packet.