

What is a 'natural flavour' ?



Ingredients list for instant vegetable soup:
 Hydrogenated Vegetable Oil, Modified Potato Starch, Glucose Syrup, Maltodextrin, Croutons (10%), Vegetable Powders (9%) (onion, peas, carrot), Sugar, Cornflour, Flavourings, Salt, Whole Vegetables (3%) (carrot, peas), Yeast Extract, Vegetable Bouillon, Milk Protein, Chives, Colourings (sunset yellow E110; carmoisine E122), Guar Gum, Garlic Powder.

Look at the ingredients list for this Golden Vegetable instant soup. What percentage (%) of vegetable powders does the soup contain?

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What percentage (%) of Whole Vegetables does the soup contain?

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Ingredients are listed in order, biggest first. Are there more flavourings than Whole Vegetables? Or less?

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The soup contains chemical flavourings and artificial colourings. Why do you think the company put these ingredients into the soup?

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What healthier ingredients could the company have put into the soup, instead of colourings and flavourings, to make the soup look and taste better?

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