

**Question for written answer E-002600/2019
to the Commission**
Rule 138
Pascal Arimont (PPE)

Subject: 'Clean Label' Food Advertising

Increasingly, food products carry 'clean label' advertising, such as 'no artificial flavours', 'no artificial colours' or 'no flavour enhancers'. However, these products often contain additives, even if they currently do not need to be labelled as such.

Does the Commission intend to regulate 'clean label' food advertising in order to prevent consumers from harbouring unwarranted expectations about products?

Is the EU considering introducing a uniform legal definition of terms such as 'natural' or 'artificial'?