

Panera latest consumer-sensitive food company to ditch controversial ingredients

I think 2015 will go down as the year that food manufacturers and restaurants started ditching ingredients based on consumer input. Last week, [Chipotle](#) announced it was going mostly GMO-free. Earlier in the year, [Kraft](#) announced it was taking the artificial colors out of Original Macaroni & Cheese, [Dunkin' Donuts](#) removed a chemical whitening agent, [McDonald's](#) pledged to serve antibiotic-free chicken, and [Hershey's](#) said its most popular chocolates will go GMO-free. I could go on, but you get the gist. Big name food companies are making a big deal about removing undesirable ingredients.

The latest big deal is [Panera's](#) announcement that it's making headway on its pledge to remove all artificial preservatives, colorings, sweeteners and flavors from its food. Panera has published "[The No No List](#)," a list of 150+ ingredients that have been removed or will be removed from its food by the end of 2016. The list is color-coded so you can tell easily which ingredients have yet to be removed.

In promotional videos like the one below, Panera says, "If the ingredients in your food are unpronounceable, we believe they shouldn't be in your food."

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post: [Panera embraces 'clean' food](#)