

Reformulation Readiness Program™

# Reformulation Timeline Builder

*Meet the synthetic dye phase-out deadline with confidence.*

*The U.S. ice cream industry, under IDFA guidance, is targeting December 31, 2027, as the cutoff for reformulating products containing synthetic dyes like Red 3, Red 40, Yellow 5/6, Blue 1/2, and Green 3.*

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*This timeline builder shows when to take action, counting back from the deadline, **so you can hit compliance without compromise.***

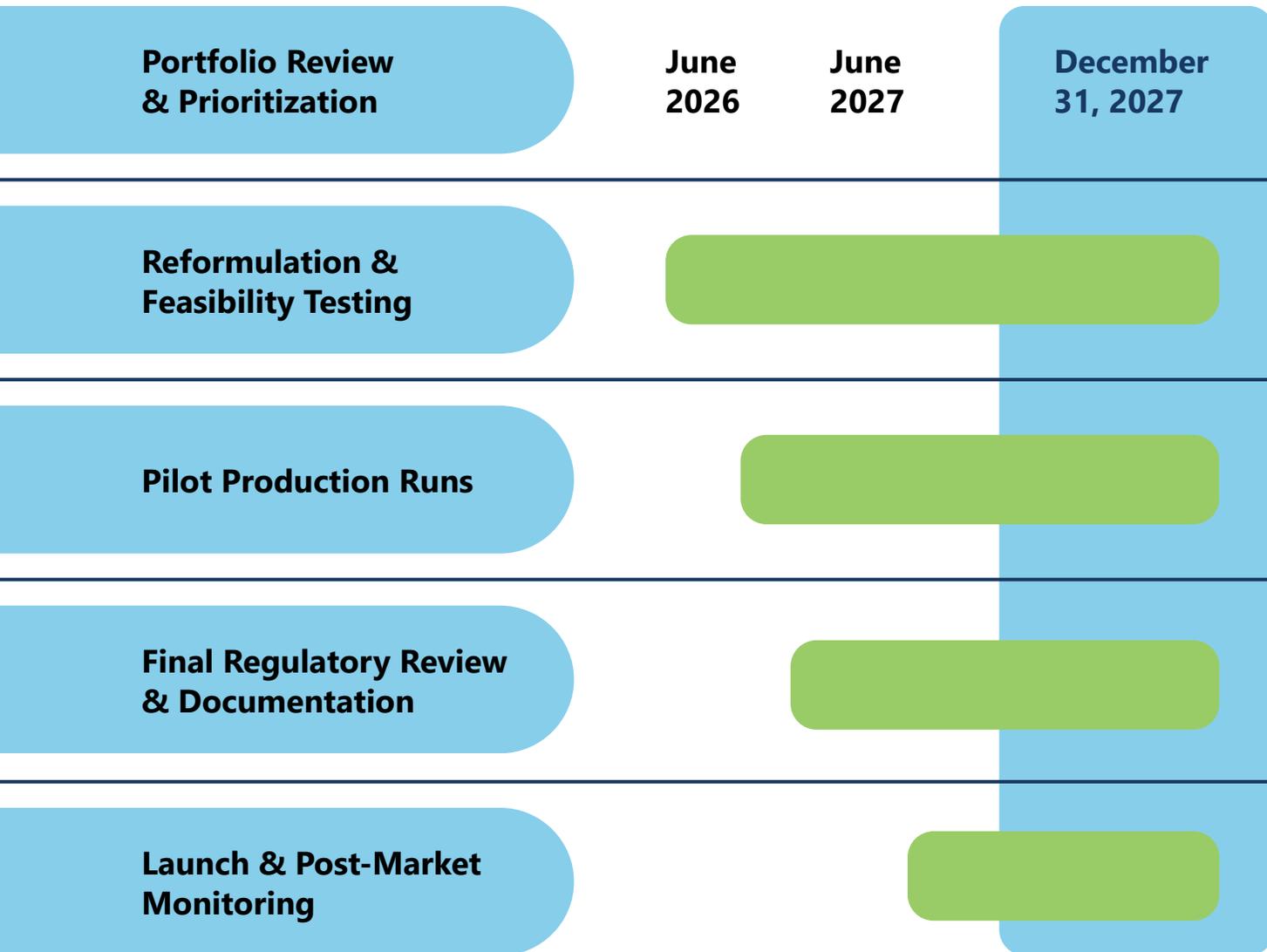
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# 2028 Reformulation Timeline Builder

Part of the Reformulation Readiness Program™

Meet the December 31, 2027, synthetic dye phase-out deadline with confidence.



# Core Milestones to Map

## June 2026

### Portfolio Review & Prioritization

- Audit all SKUs for synthetic dye usage.
- Prioritize high-volume or technically complex items.
- Flag SKUs with the greatest stability or sensory challenges.

## July 2026 – June 2027

### Reformulation & Feasibility Testing

- Conduct small-batch trials with proposed natural color systems.
- Validate pH, thermal, and light stability.
- Complete sensory and consumer acceptance testing.

## July 2027 – September 2027

### Pilot Production Runs

- Scale from lab to pilot runs on production equipment.
- Conduct accelerated shelf-life testing.
- Validate color stability in full packaging configurations.

## October 2027 – November 2027

### Final Regulatory Review & Documentation

- Approve all label copy and ingredient statements.
- Finalize QA and compliance files for audits.
- Confirm supply chain readiness for full rollout.

## December 2027

### Launch & Post-Market Monitoring

- Begin shipping fully compliant SKUs.
- Monitor early shipments for performance and consumer feedback.
- Document learnings for future reformulations.



# Using the Timeline Builder

- This builder works backward from the December 31, 2027, compliance date to define critical action windows.
- Assign clear owners (R&D, QA, Marketing, Regulatory) for each milestone.
- Use as a living tool to track progress, manage bottlenecks, and adjust for real-world constraints.



**Tip:** Timelines collapse quickly if feasibility and pilot stages start late. Engaging with Ever Fresh now ensures you have the testing data, ingredient supply, and compliance confidence to meet the deadline without disruption.

**Schedule Your Compliance Planning Session**

## Why Ever Fresh Fruit Co.

For more than 25 years, we've done one thing exceptionally well—help brands bring clean-label, fruit-forward products to life without compromise.

Formulating with natural ingredients is part of our DNA. It's why leading dairy and frozen dessert brands trust us to solve their toughest formulation challenges—whether it's replacing synthetic colors and flavors, launching new SKUs, or protecting the taste and appearance their customers love.

From our first conversation to your final product launch, you'll have a partner who understands your challenges, speaks your language, and delivers solutions that work in the real world.

*Let's create your next success story together.*

