

Reformulation Readiness Program™

# Formulation Risk Assessment Checklist

*Identify and address risks in your current formula before reformulation begins.*



Reformulating for natural colors isn't just about swapping ingredients; it's about protecting the taste, color, and quality your consumers love.

At Ever Fresh Fruit Co., formulating with natural ingredients is part of our DNA. For more than 25 years, we've helped leading ice cream and dairy brands deliver clean-label products that look as good as they taste.

And when you start with great fruit, you get great color—naturally stable, vibrant, and ready to perform in real-world production. This checklist is your first step toward a smooth, low-risk transition.

# Risk Factors to Evaluate

## pH Instability

- Confirm base and component pH to avoid color instability.
- Check for pigment interactions with acids or bases that cause hue shifts.
- Define the target pH range for your selected natural colors.
- Evaluate buffering needs to maintain desired pH through shelf life.

## Thermal Degradation

- Test pigment stability at processing temperatures.
- Consider heat exposure during pasteurization or other thermal steps.
- Evaluate cooling procedures post-processing to avoid shade change.

## Ingredient Incompatibility

- Review emulsifiers or stabilizers for potential pigment destabilization.
- Identify compounds (e.g., ascorbic acid, metal ions) that may cause oxidation.
- Assess moisture and fat content for impact on pigment performance.
- Check for viscosity changes when adding natural colors.

**Tip:** Use this checklist to start the conversation with your internal teams. Then let us help you go deeper—with full formula analysis, tailored color recommendations, and a compliance-ready roadmap through the **Reformulation Readiness Program™**.

[Schedule Your Formula Review 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.*

