

Reformulation Readiness Program™

# Sensory & Launch Risk Mitigation Checklist

*Protect your product's appearance, flavor, and brand integrity during the transition to natural colors.*

Natural pigments behave differently from synthetic colors, and if you don't account for those differences before launch, you risk color fading, off-notes, or inconsistency on the shelf.

For Ever Fresh Fruit Co., delivering stable, clean-label color isn't a trend—it's our heritage. For more than 25 years, we've helped brands formulate with fruit- and plant-based pigments that perform consistently from pilot run to consumer purchase.



## Risk Factors to Assess Before Launch

### 1. Color Stability in Real-World Conditions

- Test in final packaging under typical light exposure.
- Run accelerated shelf-life to simulate distribution timelines.
- Validate stability after thermal processes like pasteurization.

### 2. Flavor Integrity & Interaction

- Evaluate if pigment sources (e.g., beet, turmeric) impact flavor profile.
- Conduct sensory panels to compare pre- and post-reformulation taste.
- Ensure flavor systems are adjusted for any perceived differences.

# Risk Factors to Assess Before Launch (Continued)

## 3. Visual Consistency Across Batches

- Standardize pigment concentration for uniform color across SKUs.
- Account for natural variation in fruit or botanical sources.
- Align QA protocols to flag early deviations in shade or intensity.



## 4. Consumer Perception & Marketing Alignment

- Test updated products with loyal consumers to gauge acceptance.
- Ensure label claims (“no artificial colors”) align with formulation reality.
- Equip marketing with photography and visuals that match the product they’ll be promoting.

**Tip:** This checklist is just the starting point. The real value comes from working side by side with our formulation team to run trials, fine-tune your systems, and ensure your launch lands exactly as planned.

**Join the Reformulation Readiness Program™ and secure your launch success**

## 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.*

