1. DETERMINE NUTRITIONAL COMPOSITION OF CURRENT PRODUCT
   see section 05

2. COMPLETE COMPETITOR BENCHMARKING EXERCISE
   see section 06

3. CONSIDER CONSUMER COMMUNICATION OPTIONS AND RELATED NUTRIENT CRITERIA
   see section 07

4. ESTABLISH INTERNAL REFORMULATION TARGETS AND TIMEFRAMES
   see section 08

5. REFORMULATE PRODUCT
   see section 09

6. CHECK NUTRITIONAL COMPOSITION OF KITCHEN SAMPLE MEETS REFORMULATION TARGET
   see section 05

7. COMPLETE SHELF LIFE TESTING
   see section 11
   (If pass proceed to step 8, if fail return to step 5)

8. COMPLETE FACTORY TRIAL AND CHECK NUTRITIONAL COMPOSITION OF FACTORY SAMPLE
   see section 05

9. PRODUCT IN MARKET
   (back to step 5 to undertake further step wise introductions over time)

For section references, please refer to the Reformulation Readiness guide