



Quality Bakery Products, Inc
Issue Date: July 31, 2026

Our Natural Color Transition

Moving Forward with Naturally Sourced Color Solutions

Quality Bakery Products is transitioning select products from certified synthetic, petroleum-based food colors to authorized color solutions derived from natural sources.

This initiative aligns with the U.S. Food and Drug Administration's national effort to phase out petroleum-based food dyes from the American food supply. The FDA is currently working with food manufacturers, retailers, and industry associations to eliminate six commonly used certified color additives by the end of 2027:

- FD&C Green No. 3
- FD&C Red No. 40
- FD&C Yellow No. 5
- FD&C Yellow No. 6
- FD&C Blue No. 1
- FD&C Blue No. 2

QBP is proactively working to update applicable product formulations while maintaining the quality, performance, and consistency our customers expect.

What Are Naturally Sourced Color Solutions?

Naturally sourced color solutions are color additives derived from sources such as plants, fruits, vegetables, minerals, algae, and other authorized sources.

The specific color ingredients used will depend on the product formulation, intended appearance, application, and applicable FDA requirements. All color additives must be authorized for their intended use and comply with established identity, purity, and safety requirements.

What Customers Can Expect

QBP's transition is being implemented progressively across applicable products. During this transition:

- Selected products will move away from certified synthetic FD&C colors.
- Ingredient statements, labels, specifications, and other technical documents may be updated.
- Customers may receive either the previous or updated formulation depending on product availability, existing inventory, and production schedules.
- Naturally sourced colors may produce slight shade variations due to differences inherent in their source materials.
- Updated technical documents will be available as individual products complete the transition.

Customers should review the ingredient statement and current product documentation for the specific item received.

14330 INTERDRIVE WEST, HOUSTON, TEXAS 77032

WWW.QBPUS.COM | 281-449-4977



CONTACT US



Quality Bakery Products, Inc

Titanium Dioxide (TiO₂) – FDA Status

- TiO₂ remains permitted for use at ≤1% by weight of food.
- FDA is reviewing a petition requesting a repeal, but there is currently no prohibition or phase-out timeline.
- The FDA's actions on Red No. 3 and the six FD&C dyes are the primary regulatory drivers at this time.

In alignment with our broader clean-label strategy, we will also be **removing caramel color** from our formulations. Synthetic beta-carotene and other derive colors deem synthetic but not on the list above. this is one step closer to a cleaner label.

The Same QBP Commitment

Although the source of the color may change, QBP's commitment remains the same.

Our R&D, Quality Assurance, Operations, and Commercial teams are working together to support:

- Consistent product performance
- Reliable bakery applications
- Product quality and food safety
- Accurate labeling and documentation
- A coordinated transition for customers
- Continued customer and technical support

Some variations in color or shade may occur when using colors derived from natural sources. These natural variations do not necessarily indicate a change in product quality or performance.

A Progressive Product Transition

This is a rolling transition and does not mean that every QBP product has already been converted. Some products may not contain added certified colors, while others may require additional formulation work, testing, documentation, or customer coordination. QBP will continue providing updates as additional products transition to naturally sourced color solutions.

Thank you for your partnership as we move toward our target date for completing the removal of synthetic colors from our full portfolio. This initiative reinforces our commitment to cleaner labels, regulatory transparency, and long-term innovation. We look forward to continuing to support your success as we meet the evolving needs of today's marketplace.

Questions or Documentation Requests?

For information about the transition status of a specific product, updated specifications, ingredient statements, or other technical documentation, please contact your Quality Bakery Products representative or our Quality Assurance team.

Quality Bakery Products

Supporting the future of bakery with quality, consistency, and responsible innovation.

14330 INTERDRIVE WEST, HOUSTON, TEXAS 77032

WWW.QBPUS.COM | 281-449-4977



CONTACT US