

Product Development Timeline

(Best-Guess Estimate)

Product Development Timeline (10 Weeks)	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Submit NDA, Formulation and Sample for Evaluation	Yellow							
Choose Packaging		Yellow						
R&D Formulation		Blue	Blue	Blue				
Sales provides initial pricing		Orange	Orange	Orange				
Approve Initial Pricing					Yellow			
R&D Blend Sample						Blue		
Approve R&D Sample						Yellow	Yellow	

Responsible Party - Color Key
Brand Owner (Customer)
Vanns - R&D Department
Vanns - Sales Department
Vanns - Ops

Label Development Timeline (11-16 Weeks)	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Weeks 13-17	Week 13 or 18
Label Design Work (Graphics, Layout, etc)	Yellow	Yellow	Yellow	Yellow	Yellow							
Provide net weight, ingredient statement & NFP						Blue	Blue					
Finalize & submit product-specific labels								Yellow				
R&D to review/approve labels								Blue	Blue			
Optional: organic certification										Yellow		
Sales provides label proofs & pricing											Orange	
Approve label proofs & pricing											Yellow	

1st Order Production Process (9 Weeks)	Week 13 or 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25	Week 26
Sales Provides Final Pricing	Orange								
Place PO	Yellow								
Item setup in Vanns' system		Blue							
Order and receive labels		Green	Green	Green					
Production run lead time					Green	Green	Green	Green	Green

How to Expedite your Commercialization Process
- Choose packaging early
- Select a label designer who specializes in CPG food
- Submit blend formulas and/or samples
- Start the label design process early!!
- Minimize use of special order ingredients & packaging
- Provide quick feedback