



# COW & GATE





# Brand Observed



Target Product Category : **Porridge**

## Company overview:

The Gates brothers set out on an adventure that would forever alter the trajectory of their lives. In 1771, their family founded a little grocery store at No. 20 Highstreet, hoping to one day feed the country. The brothers later constructed their creameries and began selling their products in small brown jugs with images of cows peering through gates.

The Gates brothers began marketing powdered milk around 1900 after researching new developments. A few years later, Dr Millard ordered the brother's milk to use in his studies on the advantages of powdered milk for infant health. As a result, the brother's reputation for offering the best items gained national recognition, and they began to receive an increase in orders.

Cow & Gate introduced sterilised ready-to-feed milk for hospitals in 1969, simplifying feeding for busy parents. In the lush meadows of Wexford, Ireland, Cow & Gate established a new factory in 1974. In 1998, the careline was introduced, placing professional assistance and guidance at parents' fingertips.

Cow & Gate is now associated with reliability and excellence. Our facility in Wexford is now carbon neutral, and we have fed millions of babies throughout the UK and Ireland. We have fed British babies for four generations. One hundred years later, Cow & Gate is still dedicated to its fundamental ideals of heritage, health, and happiness to give children the finest possible care.

# NUMBER OF PRODUCTS: 9

## Stage 1: 4-6 months porridge ranges

1. Banana porridge
2. Creamy porridge
3. Berry multigrain porridge with oat and Rye
4. Fruity wholegrain porridge
5. Baby Rice



# NUMBER OF PRODUCTS: 9

## Stage 2: 7+ months porridge ranges

1. 7 Grain porridge with Buckwheat and millet
2. Mango Multigrain Porridge with Oat and Rye
3. Red Berry Wholegrain porridge with Spelt
4. Banana Wholegrain Porridge with Buckwheat



### Banana Porridge:

With no added sugar or salt, the Cow & Gate cereals provide a source of iron & calcium per portion. They are perfect for the first breakfast since they have gentle flavours and smooth textures.

#### Nutritional Information Per 100g:

Energy: 425Kcal  
Fat: 11.2g  
Carbohydrates: 64.5g  
Fibre: 2.6g  
Protein: 14.5g  
Salt: 0.28g

#### Primary ingredient:

Skimmed milk powder, Milled corn (20%), Banana flakes (16%), Milled rice (14%)

#### Minerals and vitamins:

Minerals (Iodine, Iron, Calcium), Vitamins (Vitamin B1, Vitamin B6, Biotin, Vitamin D3, Vitamin A, Vitamin E, Vitamin C)

#### Fat:

Vegetable fat (Sunflower oil, Coconut oil, Rapeseed oil, Palm oil)

#### Emulsifier:

Soylecithin

#### Protein:

Demineralised whey powder (from milk)



#### Flavouring:

#### For each level tablespoon of cereal,

- Add two spoons of boiled warm water.
- Mix well and enjoy!

#### Tips

- Instructions are merely a guide for preparation.
- Allow your child's appetite to guide you. Keep a close eye on your infant; they'll let you know when they've had enough.
- Change the amount of liquid used to change the consistency.
- Utilise a feeding spoon and a clean bowl.
- Always check the temperature before feeding.

### **Creamy Porridge:**

Cow & Gate cereals are a source of iron and calcium and have no added sugar or salt. With gentle flavours and smooth textures, they are great for the first breakfast.

#### **Nutritional Information Per 100g:**

Energy :422 84 kcal  
 Fat: 11.4 2.3 g  
 Carbohydrates: 64.3 g  
 Fibre: 1.6g  
 Protein: 14.8 3.0 g  
 Salt: 0.27g

#### **Primary ingredient:**

Milled corn (27%), Skimmed milk powder (26%), Milled rice (18%),

#### **Minerals and vitamins:**

Minerals (Calcium, Iron, Iodine), Vitamins (Vitamin C, Vitamin E, Vitamin A, Vitamin D3, Biotin, Vitamin B1, Vitamin B6)

#### **Fat:**

Vegetable fat (Palm oil, Rapeseed oil, Coconut oil, High oleic sunflower oil)

**Emulsifier:**  
Soy lecithin

#### **Protein:**

Demineralised whey powder (from milk)



#### **Flavouring:**

Natural vanilla flavour

#### **For each level tablespoon of cereal,**

- Add two spoons of boiled warm water.
- Mix well and enjoy!

#### **Tips**

- Instructions are merely a guide for preparation.
- Allow your child's appetite to guide you. Keep a close eye on your infant; they'll let you know when they've had enough.
- Change the amount of liquid used to change the consistency.
- Utilise a feeding spoon and a clean bowl.
- Before feeding, always check the temperature.

**Berry multigrain porridge with oat and Rye:**

Cow & Gate cereals offer iron and calcium per portion and contain no added sugar or salt. They are an excellent option for the first breakfast since they have gentle flavours and smooth textures.

**Nutritional Information Per 100g:**

Energy: 429Kcal  
 Fat: 11.7g  
 Carbohydrates: 63.1g  
 Fibre: 3.8g  
 Protein: 15.7g  
 Salt: 0.01 g

**Primary ingredient:**

Milled cereals (36%) (Wheat (28%),  
 Wholegrain oat (4%), Rye (4%)),  
 Skimmed milk powder

**Minerals and vitamins:**

Minerals (Calcium, Iron, Iodine), Vitamins  
 (Vitamin C, Vitamin E, Vitamin A, Vitamin  
 D3, Biotin, Vitamin B1, Vitamin B6)

**Fat:**

Vegetable fat (Palm oil, Rapeseed  
 oil, Coconut oil, High oleic  
 sunflower oil)

**Emulsifier:**  
 Soy lecithin

**Protein:**

Demineralised whey  
 powder (from milk),



**Others:**

Apple powder (6%), Banana flakes (2%), Berry flakes  
 (Blueberry, Blackberry, Rice) (2%)

**For each level tablespoon of cereal,**

- Add two spoons of boiled warm water.
- Mix well and enjoy!

**Tips**

- Instructions are merely a guide for preparation.
- Allow your child's appetite to guide you. Keep a close eye on your infant; they'll let you know when they've had enough.
- Change the amount of liquid used to change the consistency.
- Utilise a feeding spoon and a clean bowl.
- Always check the temperature before feeding.

\*It may contain traces of milk and soy.

### Fruity wholegrain porridge:

Cow & Gate cereals contain no added sugar or salt and provide a source of iron & calcium per portion. They are excellent for the first breakfast since they have delicate flavours and smooth textures.

#### Nutritional Information Per 100g:

Energy: 424Kcal  
Fat: 11.7g  
Carbohydrates: 60.9g  
Fibre: 5.3 g  
Protein: 15.9g  
Salt: 0.31g

#### Primary ingredient:

Milled Cereals (36%) (Wholegrain wheat (30%), Buckwheat (1%), Wholegrain spelt (1%), Rice (1%), Wholegrain millet (1%), Wholegrain oat (1%), Rye)

#### Minerals and vitamins:

Minerals (Calcium, Iron, Iodine), Vitamins (Vitamin C, Vitamin E, Vitamin A, Vitamin D3, Biotin, Vitamin B1, Vitamin B6)

#### Fat:

Vegetable fat (Palm oil, Rapeseed oil, Coconut oil, High oleic sunflower oil, Emulsifier (Soy Lecithin))

**Emulsifier:**  
Soylecithin

#### Protein:

Demineralised whey powder (from milk)



#### Others:

Apple powder (5%), Banana flakes (2%), Pear flakes (Pear, Rice) (2%), Orange powder (Orange, Rice flour)

#### For each level tablespoon of cereal,

- Add two spoons of boiled warm water.
- Mix well and enjoy!

#### Tips

- Instructions are merely a guide for preparation.
- Allow your child's appetite to guide you. Keep a close eye on your infant; they'll let you know when they've had enough.
- Change the amount of liquid used to change the consistency.
- Utilise a feeding spoon and a clean bowl.
- Before feeding, always check the temperature



## Baby Rice

Highest quality ingredients are used in our preparation, for a lot of care goes into making our baby cereals. They are grown by farmers we know and trust. Baby rice is an excellent way to introduce the baby to breakfast since it has no added sugar or salt and has gentle flavours and smooth textures.

### Nutritional Information Per 100g:

Energy: 385Kcal  
Fat: 1.2g  
Carbohydrates: 85.6g  
Fibre: 0.5g  
Protein: 7.7g  
Salt: 0.02g

### Primary ingredient:

Milled rice (100%), Vitamin B1



### For each level tablespoon of cereal,

- Add two spoons of boiled warm water.
- Mix well and enjoy!

### Tips

- Instructions are merely a guide for preparation.
- Allow your child's appetite to guide you. Keep a close eye on your infant; they'll let you know when they've had enough.
- Change the amount of liquid used to change the consistency.
- Utilise a feeding spoon and a clean bowl.
- Before feeding, always check the temperature.

\*The product may contain traces of milk and soy.

### 7 Grain porridge with Buckwheat and millet:

Stage 2 Cow & Gate cereals contain no added sugar or salt and introduce new fruits and exciting textures with various grains - great for those first lessons in chewing.

**Nutritional Information Per 100g:**  
 Energy: 371Kcal  
 Fat: 2.4g  
 Carbohydrates: 70g  
 Fibre: 9.8g  
 Protein: 12.2g  
 Salt 0.01 g

**Primary ingredient:**  
 Milled cereals (95%) (Wholegrain wheat (83%), Rye (2%), Wholegrain oat (2%), Wholegrain spelt (2%), Wholegrain millet (2%), Rice (2%), Buckwheat (2%))

**vitamins:**  
 Vitamin B1



**Others:**  
 Corn flakes

**For each level tablespoon of cereal,**

- Add three spoons of usual baby milk.
- Mix well and enjoy!

**Tips**

- Instructions are merely a guide for preparation.
- Allow your child's appetite to guide you. Keep a close eye on your infant; they'll let you know when they've had enough.
- Change the amount of liquid used to change the consistency.
- Utilise a feeding spoon and a clean bowl.
- Before feeding, always check the temperature

\*The product may contain traces of milk and soy.

### Mango Multigrain Porridge with Oat and Rye:

Cow & Gate stage 2 cereals introduce new fruits and exciting textures with various grains - great for those first lessons in chewing. They contain no added sugar or salt.

#### Nutritional Information Per 100g:

Energy: 383Kcal  
Fat: 1.8g  
Carbohydrates: 77.8g  
Fibre: 7.2g  
Protein: 10.3g  
Salt 0.01 g

#### Primary ingredient:

Milled cereals (78%) (Wheat (45%), Wholegrain wheat (18%), Rye (6%), Wholegrain oat (6%) Rice, Wholegrain spelt, Wholegrain millet, Buckwheat)

**vitamins:**  
Vitamin B1



#### Others:

Mango flakes (8%), Corn flakes, Banana flakes (6%), Passionfruit flakes (1%)

#### For each level tablespoon of cereal,

- Add two spoons of usual baby milk.
- Mix well and enjoy!

#### Tips

- Instructions are merely a guide for preparation.
- Allow your child's appetite to guide you. Keep a close eye on your infant; they'll let you know when they've had enough.
- Change the amount of liquid used to change the consistency.
- Use a feeding spoon and a clean bowl.
- Before feeding, always check the temperature.

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### Red Berry Wholegrain porridge with Spelt:

Cow & Gate stage 2 cereals introduce new fruits with exciting textures and various grains and contain no added sugar or salt. They are great for those first lessons in chewing.

#### Nutritional Information Per 100g:

Energy: 379Kcal  
Fat: 2.2g  
Carbohydrates: 72g  
Fibre: 9.7g  
Protein: 12.9g  
Salt: 0.01 g

#### Primary ingredient:

Milled Cereals (96%) (Wholegrain wheat (44%), Durum wheat semolina (40%), Wholegrain spelt (6%), Wholegrain millet (6%))

**vitamins:**  
Vitamin B1



#### Others:

Strawberry flakes (Strawberry, Rice) (2%),  
Raspberry flakes (Raspberry, Rice) (2%)

#### For each level tablespoon of cereal,

- Add two spoons of usual baby milk.
- Mix well and enjoy!

#### Tips

- Instructions are merely a guide for preparation.
- Allow your child's appetite to guide you. Keep a close eye on your infant; they'll let you know when they've had enough.
- Change the amount of liquid used to change the consistency.
- Use a feeding spoon and a clean bowl.
- Before feeding, always check the temperature.

\*It may contain traces of milk and soy.

### **Banana Wholegrain Porridge with Buckwheat:**

Stage 2 cereals from Cow & Gate introduce new fruits and exciting texture using various grains. They are excellent for those first lessons in chewing and contain no added sugar or salt.

#### **Nutritional Information Per 100g:**

Energy: 372 Kcal  
Fat: 2.1g  
Carbohydrates: 72.4g  
Fibre: 9.5g  
Protein: 11.2g  
Salt: 0.01 g

#### **Primary ingredient:**

Milled cereals (83%) (Wholegrain wheat (73%), Buckwheat (1.7%), Wholegrain oat (1.7%), Wholegrain spelt (1.7%), Wholegrain millet (1.7%), Rice (1.7%), Rye)

**vitamins:**  
Vitamin B1



#### **Others:**

Banana flakes (12%), Corn flakes

#### **For each level tablespoon of cereal,**

- Add three spoons of usual baby milk.
- Mix well and enjoy!

#### **Tips**

- Instructions are merely a guide for preparation.
- Allow your child's appetite to guide you. Keep a close eye on your infant; they'll let you know when they've had enough.
- Change the amount of liquid used to change the consistency.
- Utilise a feeding spoon and a clean bowl.
- Always check the temperature before feeding.

\*The product may contain traces of milk and soy.



We at the Food Research Lab offer assistance in product development. With the help of experts, we formulate innovative products using cereals and pulses, a group known as [hot cereals](#) that require minimum preparation before consumption. We keep track of the latest trends in the food and beverage industries and consider consumer requirements for healthy food during product development. In addition, we help obtain food certification, which is crucial for the product's success.





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**THANK YOU**