



ELLA'S



KITCHEN



Brand Observed



Target Product Category : **Baby Food**

Name of the Product : **Ella's Kitchen**

Company overview:

At Ella's Kitchen, we know how significant it is for all little ones to grow up adoring great food. Hence, besides our mouthwatering meals, we offer many engaging activities, mouthwatering recipes, helpful hints, and more to help your child relish mealtimes.

In 2006, Ella's father began making yummy food at his kitchen table when he understood that baby food was all same-beige, dull, and exhausting.

He promised Ella and Paddy, her brother, that he would only make food that was fun, nutritious, and filled with the best ingredients for tiny tummies.

NUMBER OF PRODUCTS:

First taste

1. Sweetcorn
2. Carrot
3. Peas
4. Sweet potatoes
5. Parsnips



NUMBER OF PRODUCTS:

Puree

1. Carrots, peas and kale
2. Squash, Sweet Potatoes and Parsnips
3. Bananas and Coconuts
4. Plums, Pears, Parsnips and Swedes
5. Spinach, Apples and Swedes
6. Mangoes, Pears and Papayas
7. Carrots, Peas and Pears
8. Bananas and Apple



NUMBER OF PRODUCTS:

Puree

9. Strawberries and Apples

10. Peaches and Bananas

11. Blueberries, Apples and Bananas

12. Strawberries, Rhubarb and Apples

13. Pumpkin, Broccoli and Sweetcorn

14. Peas, Broccoli and Potatoes

15. Sweet potatoes, Pumpkins, Apples and

Blueberries



Sweetcorn, sweetcorn, sweetcorn

Description:
100 per cent organic sweetcorn has been cooked in water to the right consistency for tiny taste buds.



Nutritional Information per 100g:
Energy: 74Kcal
Fat: 0.7g
Carbohydrates: 13.4g
Fibre: 2.0g
Protein: 2.4g
Salt: 0.01g

Ingredients:
Ingredients: Organic Sweet Corn 75%, Water 25%

Carrots, carrots, carrots

Description:
Carrots are cooked in water to a perfect texture for tiny taste buds, and the product is 100% organic.



Nutritional Information per 100g:
Energy: 26Kcal
Fat: 0.3g
Carbohydrates: 4.0g
Fibre: 2.7g
Protein: 0.5g
Salt: 0.10g

Ingredients:
Organic Carrots 82%, Water 18%

Peas, peas, peas

Description:
Organic peas have been cooked in water to make the perfect texture for little taste buds.



Nutritional Information per 100g:

Energy: 47Kcal
Fat: 0.8g
Carbohydrates: 5.0g
Fibre: 3.0g
Protein: 3.4g
Salt: 0.1g

Ingredients:
Organic Peas 50%, Water 50%

Sweet Potatoes, sweet potatoes

Description:
Organic sweet potatoes have been steamed in water to create the perfect texture for little ones.



Nutritional Information per 100g:
Energy: 55Kcal
Fat: 0.1g
Carbohydrates: 11.5g
Fibre: 1.8g
Protein: 1.0g
Salt: 0.05g

Ingredients:
Organic sweet potatoes 70%,
Water 30%

Parsnips, parsnips, parsnips

Description:
100 per cent organic parsnips are cooked in water, suitable for little ones starting their weaning journey.



Nutritional Information per 100g:

Energy: 61Kcal
Fat: 0.9g
Carbohydrates: 9.7g
Fibre: 4.7g
Protein: 1.2g
Salt: 0.03g

Ingredients:
Organic parsnips 75%, Water 25%

Carrots, Peas and Kale

Description:
Organic carrots, peas, and kale are cooked in water to the perfect consistency for young children beginning their weaning journey.



Nutritional Information per 100g:
Energy: 42Kcal
Fat: 0.7g
Carbohydrates: 5.0g
Fibre: 2.7g
Protein: 2.5g
Salt: 0.04g

Ingredients:
Organic carrot (31%), Organic peas (31%), water (30%), Organic Kale 9%

Squash, Sweet Potatoes and Parsnips

Description:
For babies beginning their weaning journey, organic butternut squash, sweet potatoes, and parsnips are cooked in water to give them the perfect texture.



Nutritional Information per 100g:
Energy: 53Kcal
Fat: 0.5g
Carbohydrates: 10.4g
Fibre: 2.5g
Protein: 0.9g
Salt: 0.03g

Ingredients:
Organic Butternut Squash (40%), Organic sweet potatoes (27%), water (18%), Organic Parsnips (15%)

Banana and Coconuts

Description:
Pureed bananas from an organic source, coconut milk, and a squeeze of lemon juice, with nothing else added—not even water.



Nutritional Information per 100g:

Energy: 99Kcal
Fat: 2.8g
Carbohydrates: 17.7g
Fibre: 0.5g
Protein: 0.9g
Salt: 0.01g

Ingredients:

Organic Bananas (82%),
Organic Coconut milk (18%),
Lemon juice concentrate

Plums, Pears, Parsnips and Swedes

Description:
Organic pureed swedes, pears, plums, and parsnips constitute, with a hint of lemon juice best suited for little ones. Nothing else was added, not even water.



Nutritional Information per 100g:
Energy: 50Kcal
Fat: 0.5g
Carbohydrates: 10.2g
Fibre: 2.1g
Protein: 0.6g
Salt: 0.03g

Ingredients:
Organic Plums (36%), Organic pears (28%), Organic Parsnips (24%), Lemon juice concentrate

Spinach, Apples and Swedes

Description:
The product contains 100 per cent natural pureed spinach, apples and swede with a hint of a lemon squeeze. Nothing else was added, not even water.



Nutritional Information per 100g:
Energy: 37 kcal
Fat: 0.5 g
Carbohydrates: 6.6g
Fibre: 1.9 g
Protein: 0.9 g
Salt: 0.04g

Ingredients:
Organic apple (55%), Organic spinach (34%), Organic swedes (11%), Lemon juice concentrate

Mangoes, Pears and Papayas

Description:
Organic mangoes, pears, and papayas from 100% organic produce with a dash of lemon juice are best for little ones beginning their weaning journey. Nothing else was added, not even water.



Nutritional Information per 100g:
Energy: 44Kcal
Fat: 0.5g
Carbohydrates: 9.3g
Fibre: 2.2g
Protein: 0.5g
Salt: 0.03g

Ingredients:
Organic Pears (78%), Organic papayas (11%), Organic mangoes (11%), Lemon juice concentrate

Carrots, Peas and Pears



Description:
100 per cent natural pureed carrots, peas + pears with some lemon juice constitute this product. Nothing else was added, not even water.

Nutritional Information per 100g:

Energy: 46Kcal
Fat: 0.5g
Carbohydrates: 8.3g
Fibre: 2.8g
Protein: 1.2g
Salt: 0.03g

Ingredients:

Organic pears (62%), organic carrot (26%), organic peas (12%), lemon juice concentrate

Bananas and apple

Description:
The product, suitable for infants from four months onwards, consist of pureed apples, bananas, and lemon juice from 100% organic produce and nothing else.



Nutritional Information per 100g:
Energy: 76 kcal
Fat: 0.5 g
Carbohydrates: 17.2 g
Fibre: 1.5 g
Protein: 0.7 g
Salt: 0.02g

Ingredients:
Organic bananas (61%),
organic apples (39%), lemon
juice concentrate

Strawberries and apples

Description:
Pureed strawberries, apples, and lemon juice from 100% organic sources constitute this product suitable for infants. Nothing else was added, not even water



Nutritional Information per 100g:
Energy: 45Kcal
Fat: 0.5g
Carbohydrates: 10.2g
Fibre: 1.2g
Protein: 0.5g
Salt: 0.03g

Ingredients:
Organic apples (79%), organic strawberries (21%), lemon juice concentrate

Peaches and bananas

Description:
The product for weaning infants consist of pureed organic peaches, bananas, and a squeeze of lemon juice. That's all.



Nutritional Information per 100g:
Energy: 63Kcal
Fat: 0.5g
Carbohydrates: 13.9g
Fibre: 1.3g
Protein: 0.9g
Salt: 0.03g

Ingredients:
Organic bananas (52%),
organic peaches (48%), lemon
juice concentrate

Blueberries, apples and bananas

Description:
Pureed blueberries, apples, bananas, and vanilla from an organic farm with just a little bit of lemon juice was added to the product. Nothing else.



Nutritional Information per 100g:
Energy: 65 kcal
Fat: 0.5 g
Carbohydrates: 14.1 g
Fibre: 1.9 g
Protein: 0.7 g
Salt: 0.01g

Ingredients:
Organic apples (52%), organic bananas (36%), blueberries (11%), vanilla extract (1%), lemon juice concentrate

Strawberries, rhubarb and apples

Description:
The product for infants consist of pureed strawberries, rhubarb, and apples from an organic farm with nothing else added!



Nutritional Information per 100g:
Energy: 32Kcal
Fat: 0.5g
Carbohydrates: 6.3g
Fibre: 1.9g
Protein: 0.5g
Salt: 0.01g

Ingredients:
Organic apples (59%), organic strawberries (25%), rhubarb (16%), lemon juice concentrate

Pumpkin, broccoli and sweetcorn

Description:
Organic pumpkin, broccoli and sweet corn have been cooked in water to the perfect consistency for infants beginning their weaning journey.



Nutritional Information per 100g:
Energy: 43Kcal
Fat: 0.8g
Carbohydrates: 6.6g
Fibre: 1.2g
Protein: 1.7g
Salt: 0.01g

Ingredients:
Organic sweetcorn (37%),
organic pumpkin (33%),
organic broccoli (10%), water
(20%)

Peas, broccoli and potatoes

Description:
Organic peas, broccoli, and potatoes have been steamed in water to the perfect texture for little ones beginning their weaning journey.



Nutritional Information per 100g:

Energy: 55kcal
Fat: 0.7g
Carbohydrates: 7.4g
Fibre: 2.5g
Protein: 3.5g
Salt: 0.01g

Ingredients:

Organic peas (41%), water (30%), organic potatoes (16%), organic broccoli (14%)

Sweet potatoes, pumpkins, apples and blueberries

Description:
Organic sweet potatoes, pumpkins, apples, and blueberries are blended with some lemon juice, creating a product best suited for infants at the start of their weaning journey. Nothing else, not even water, was added.



Nutritional Information per 100g:

Energy: 52Kcal
Fat: 0.5g
Carbohydrates: 10.6g
Fibre: 1.9g
Protein: 0.8g
Salt: 0.04g

Ingredients:

Organic apples (52%), organic pumpkins (20%), organic sweet potatoes (23%), organic blueberries (5%), lemon juice concentrate

The Food Research Lab is a food and beverage consultant offering B2B service in [food product development](#). Our experienced team helps develop ready-to-eat, ready-to-serve and ready-to-cook food and helps create more baby food options using high-quality ingredients. We also help obtain [food certifications](#) for our clients. In addition, we treat the products for their safety and quality before marketing and ensure it is correctly labelled and per consumer needs, making them successful.



Contact Us



UNITED KINGDOM
+44- 161 818 4656



INDIA
+91 9566299022



EMAIL
info@foodresearchlab.com



WEBSITE
www.foodresearchlab.com



THANK YOU