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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









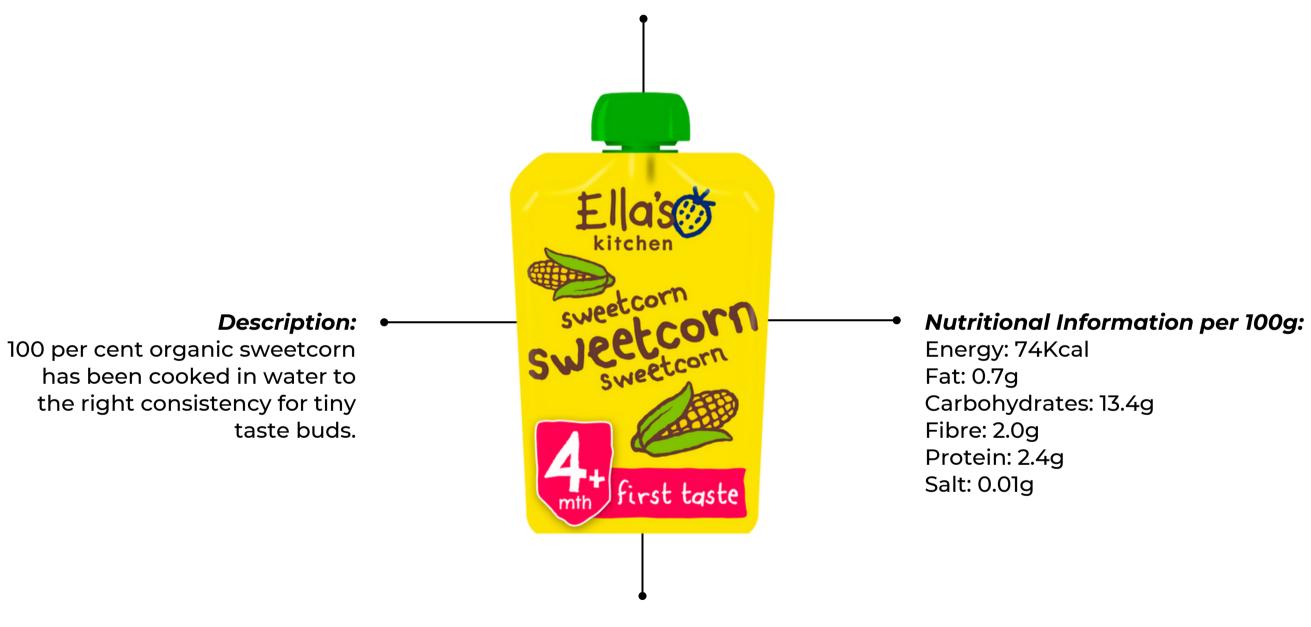








Sweetcorn, sweetcorn

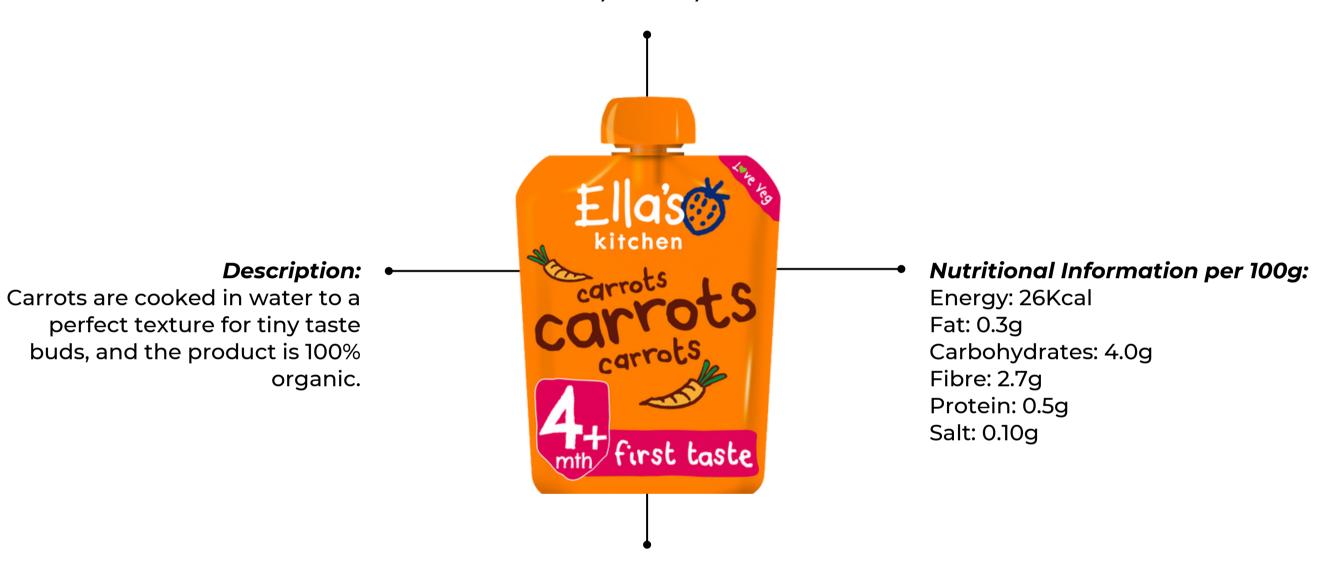


Ingredients:

Ingredients: Organic Sweet Corn 75%, Water 25%



Carrots, carrots

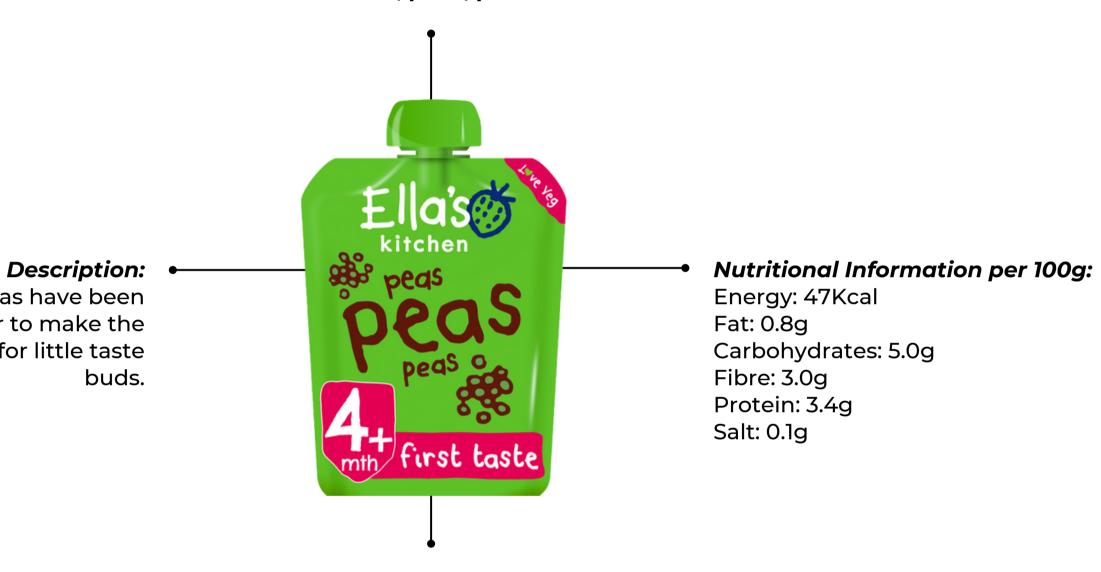


Ingredients:

Organic Carrots 82%, Water 18%



Peas, peas, peas



Ingredients:

Organic peas have been

buds.

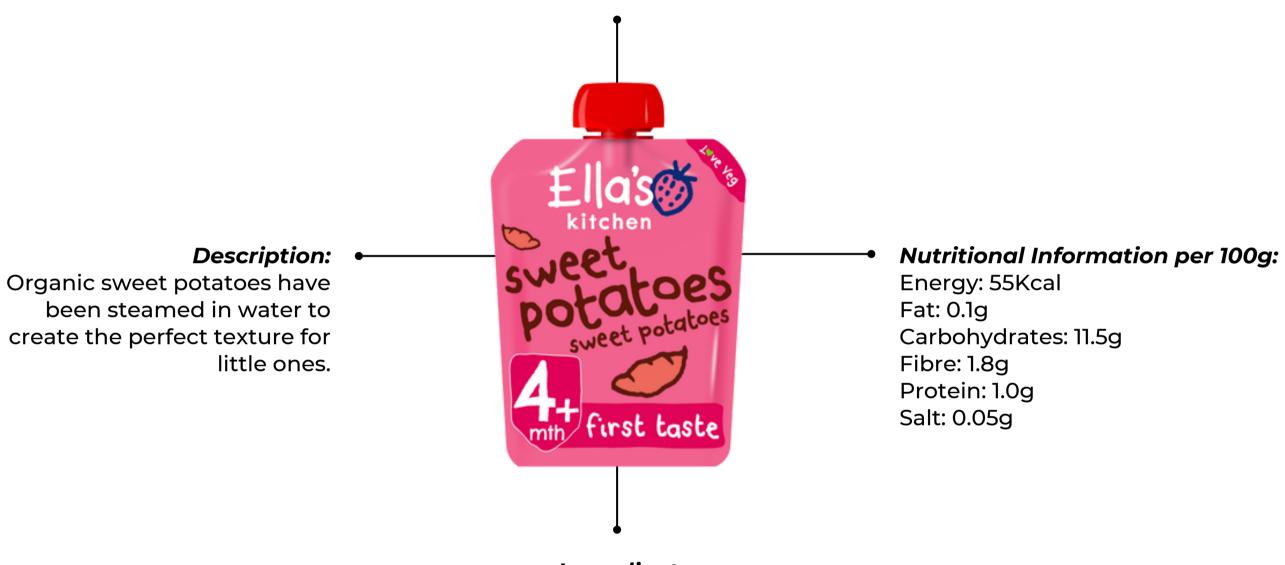
cooked in water to make the

perfect texture for little taste

Organic Peas 50%, Water 50%



Sweet Potatoes, sweet potatoes



Ingredients:

Organic sweet potatoes 70%, Water 30%



Parsnips, parsnips



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

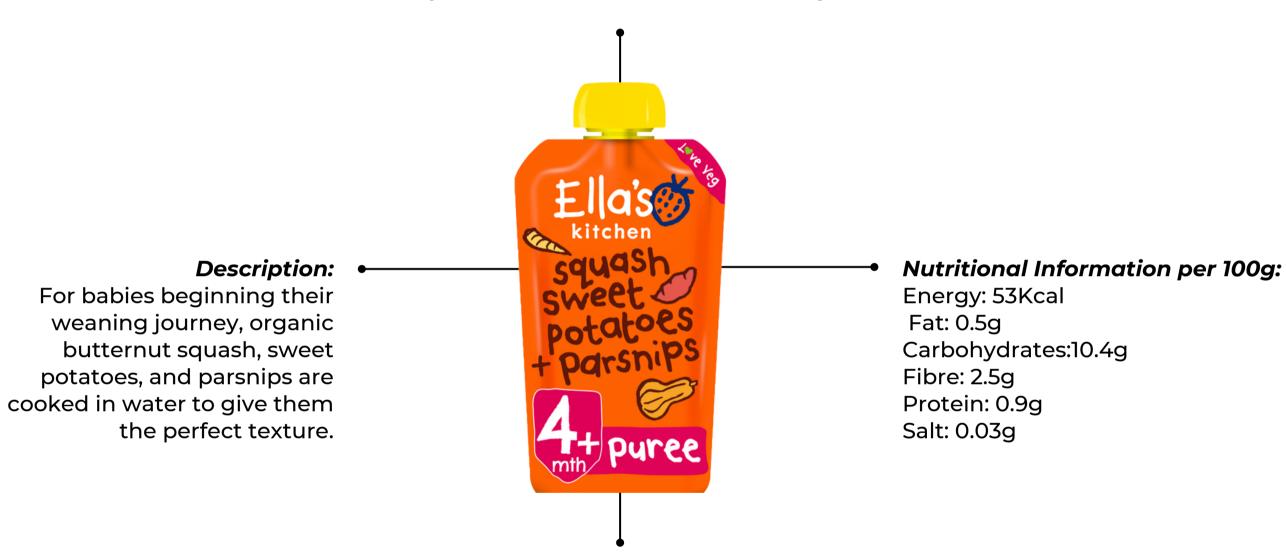
Fibre: 2.7g Protein: 2.5g Salt: 0.04g

Ingredients:

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



Squash, Sweet Potatoes and Parsnips

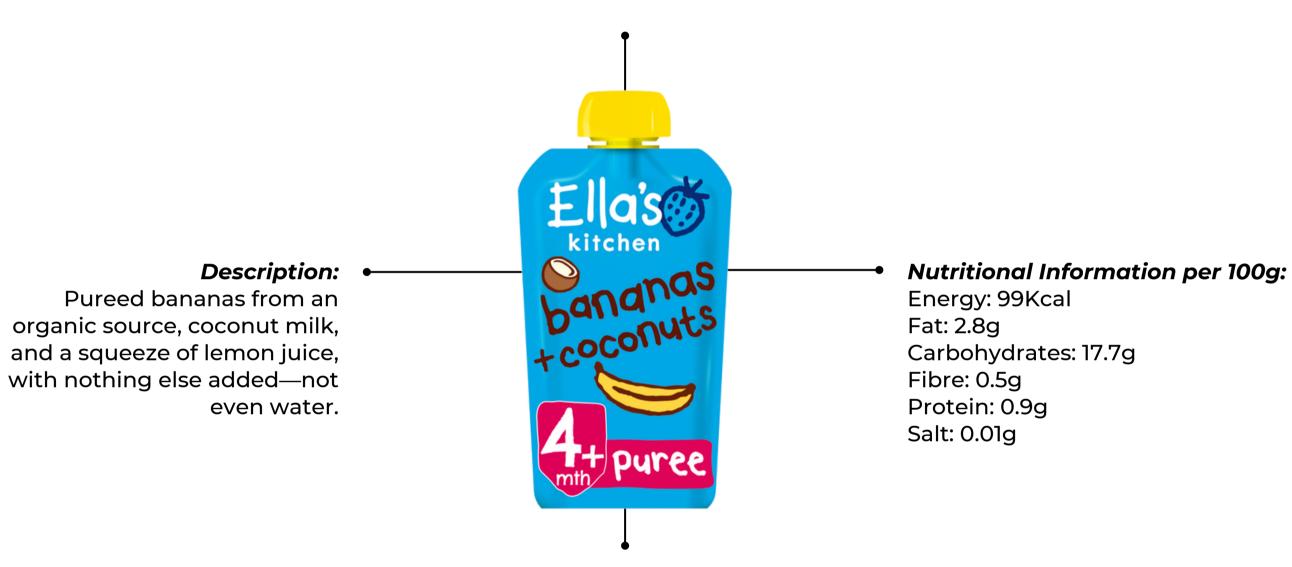


Ingredients:

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



Banana and Coconuts

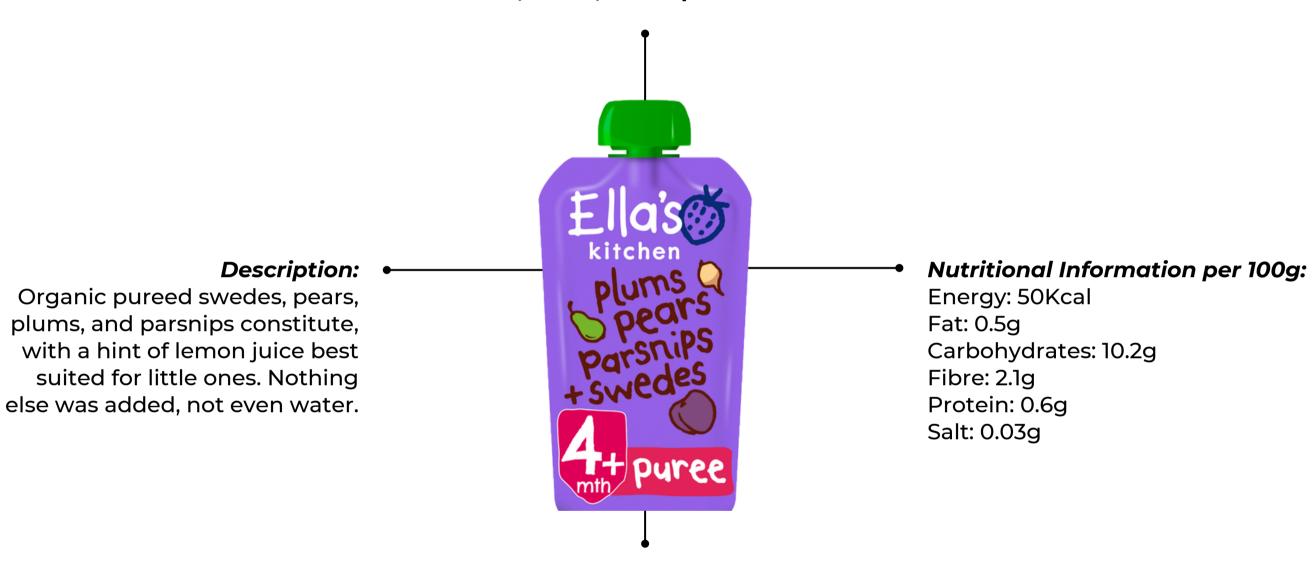


Ingredients:

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



Plums, Pears, Parsnips and Swedes



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.

Ingredients:

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

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



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.

Ingredients:

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

Nutritional Information per 100g:

Energy: 44Kcal

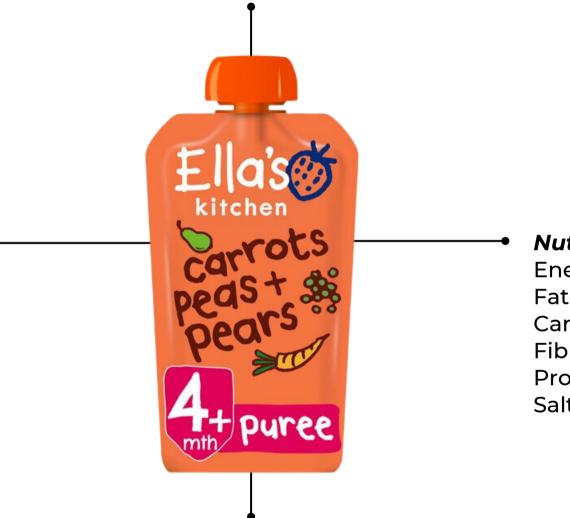
Fat: 0.5g

Carbohydrates: 9.3g

Fibre: 2.2g Protein: 0.5g Salt: 0.03g



Carrots, Peas and Pears



Description: atural pureed

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

Ingredients:

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

Nutritional Information per 100g:

Energy: 46Kcal

Fat: 0.5g

Carbohydrates: 8.3g

Fibre: 2.8g Protein: 1.2g Salt: 0.03g



Bananas and apple



Ingredients:

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

Nutritional Information per 100g:

Energy: 76 kcal

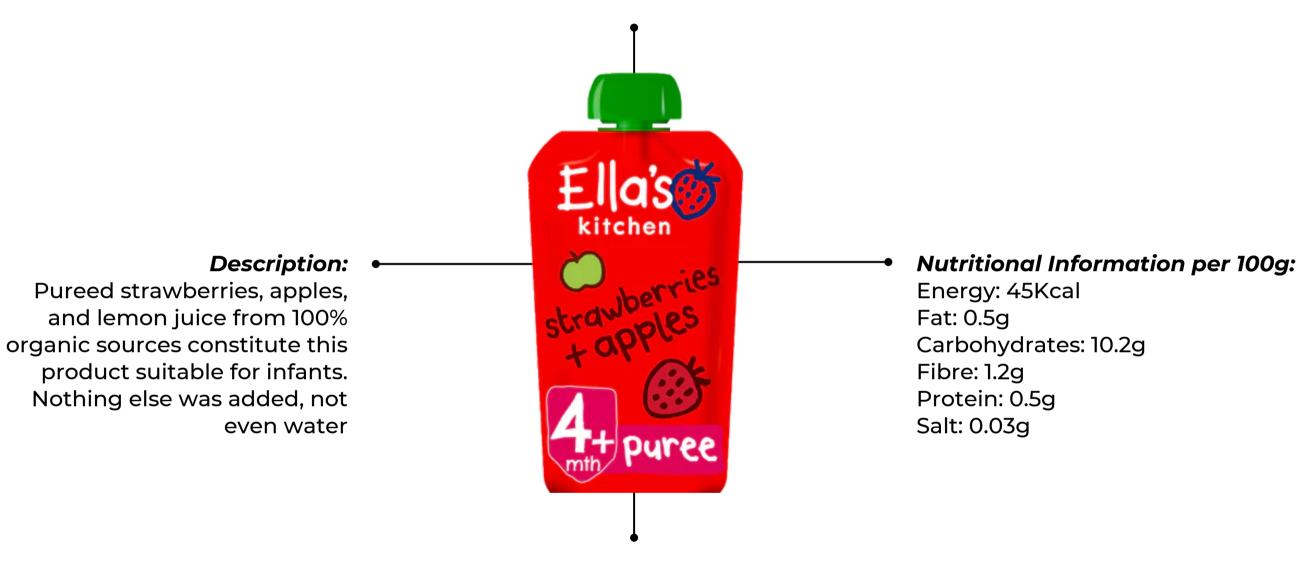
Fat: 0.5 g

Carbohydrates: 17.2 g

Fibre: 1.5 g Protein: 0.7 g Salt: 0.02g



Strawberries and apples

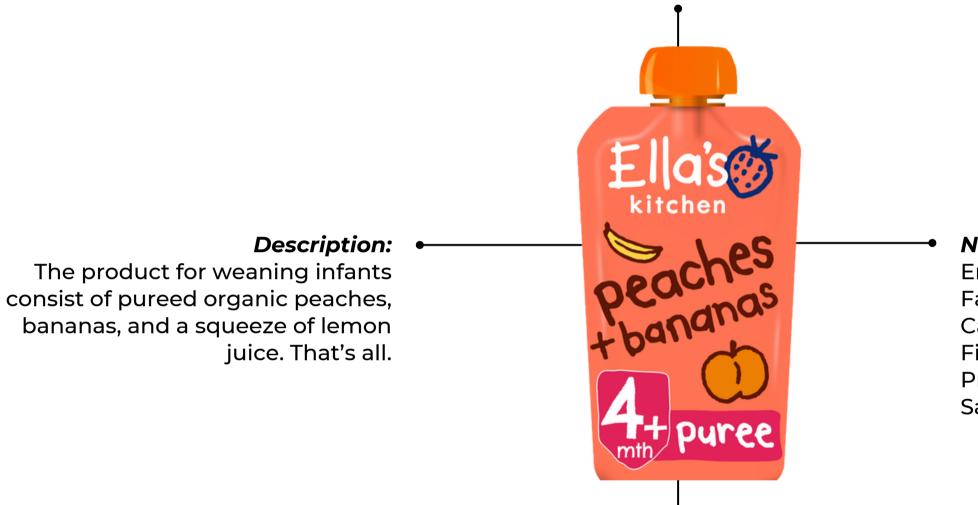


Ingredients:

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



Peaches and bananas



Ingredients:

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

Nutritional Information per 100g:

Energy: 63Kcal

Fat: 0.5g

Carbohydrates: 13.9g

Fibre: 1.3g Protein: 0.9g Salt: 0.03g



Blueberries, apples and bananas



Ingredients:

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



Strawberries, rhubarb and apples

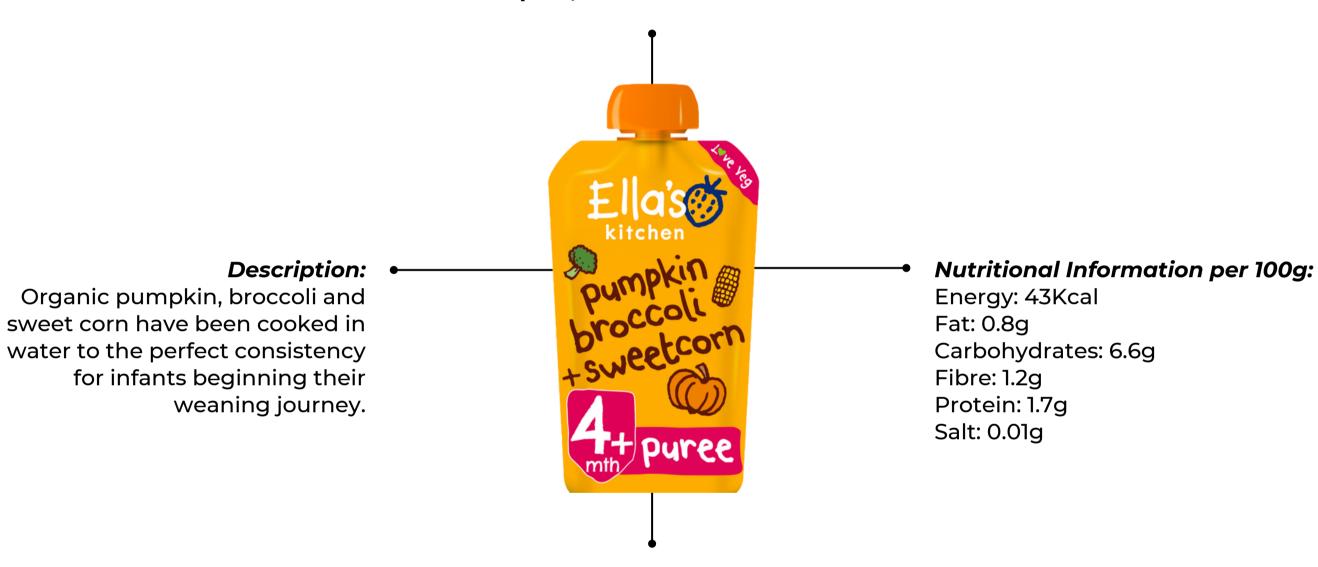


Ingredients:

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



Pumpkin, broccoli and sweetcorn

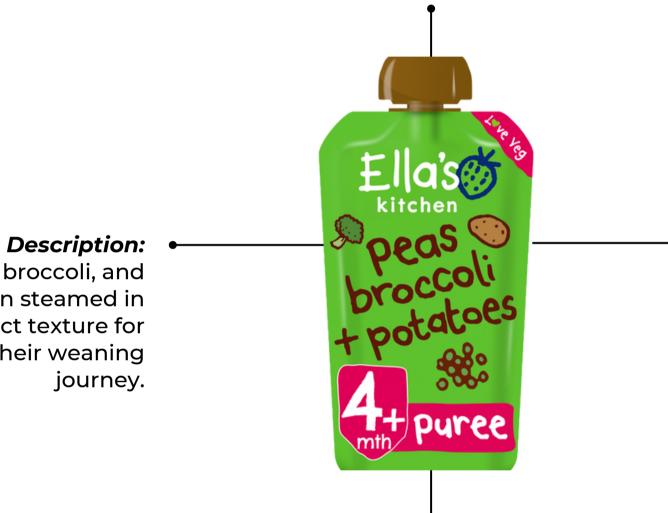


Ingredients:

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



Peas, broccoli and potatoes



Organic peas, broccoli, and atoes have been steamed in

potatoes have been steamed in water to the perfect texture for little ones beginning their weaning journey.

Ingredients:

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

Nutritional Information per 100g:

Energy: 55kcal

Fat: 0.7g

Carbohydrates: 7.4g

Fibre: 2.5g Protein: 3.5g Salt: 0.01g



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.

Ingredients:

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

Nutritional Information per 100g:

Energy: 52Kcal

Fat: 0.5g

Carbohydrates: 10.6g

Fibre: 1.9g Protein: 0.8g Salt: 0.04g



The Food Research Lab is a food and beverage consultant offering B2B service in <u>food product development</u>. 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 <u>food certifications</u> 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.



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THANKS YOU