



HEINZ



Brand Observed



Target Product Category : **Baby food**

Company overview:

A baby meal that you could prepare

The Heinz by Nature method entails creating food from nature that is nearly handmade. We provide alternatives with acerola cherry and natural, organic components.

Simple Methods

Great ingredients are the foundation of everything. Freshly picked, carefully packaged, and easily prepared—we wash, chop, heat, and purée. Sounds recognisable? An alternative to handmade food.

Strong standards

The act of feeding is joyful. The finest experience may be had with the correct cuisine. To ensure that everything is consistent, wholesome, and enjoyable at every stage of growth, our team at Heinz prioritises tastes and texture.



NUMBER OF PRODUCTS: 9

1. Baby porridge
2. Baby rice with garden veg
3. Creamy fruit & Yogurt porridge
4. Multigrain with cauliflower, broccoli & cheese
5. Cheesy veg With Pasta
6. Oaty banana porridge
7. Peachy Porridge
8. Blueberry porridge
9. Multigrain with carrot, sweetcorn & cheese



HEINZ Baby First Steps Baby porridge

Nutritional Information Per 100g:

Energy: 415 kcal
 Fat: 10.2g
 Carbohydrates: 64.4g
 Fibre: 3.1g
 Protein: 16.8g
 Salt: 0.35g

Primary ingredient:

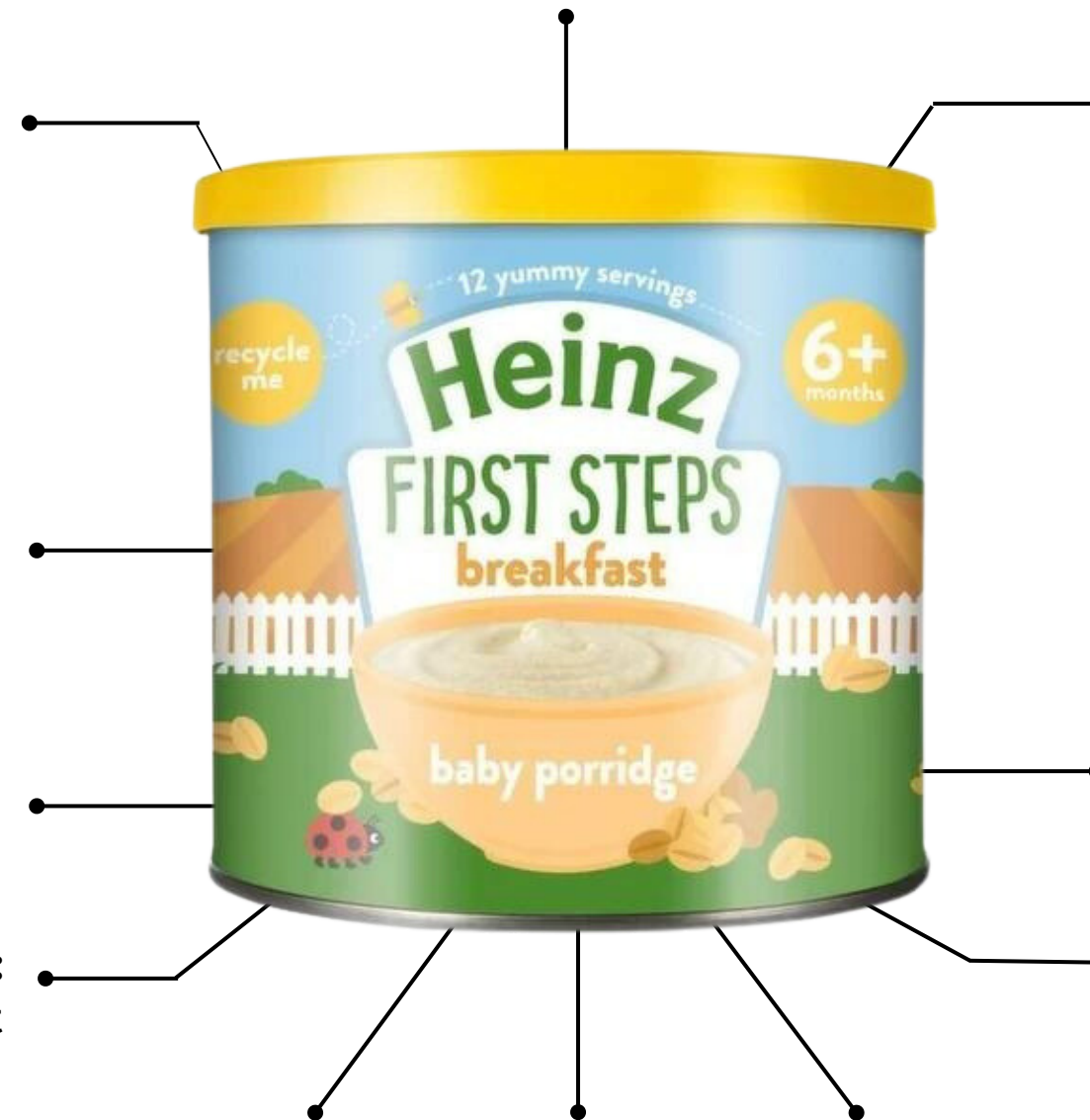
Oat Flour, Whey Powder (24% from milk), Skimmed Milk Powder, Maltodextrin, Niacin, Riboflavin

Allergen:

May contain milk

Extract:

Barley Malt Extract



- Easy to digest pre-cooked Creamy Oat Porridge
- It contains Iron, Calcium, Vitamins A, E, D & B, Zinc & more
- It is a complete source of essential Vitamins, Minerals & Nutrients
- Natural flavoured multigrain based Gluten free cereal
- It does not contain genetically engineered ingredients
- It has no artificial sweeteners & flavours

Fibre:

Inulin

Minerals and vitamins:

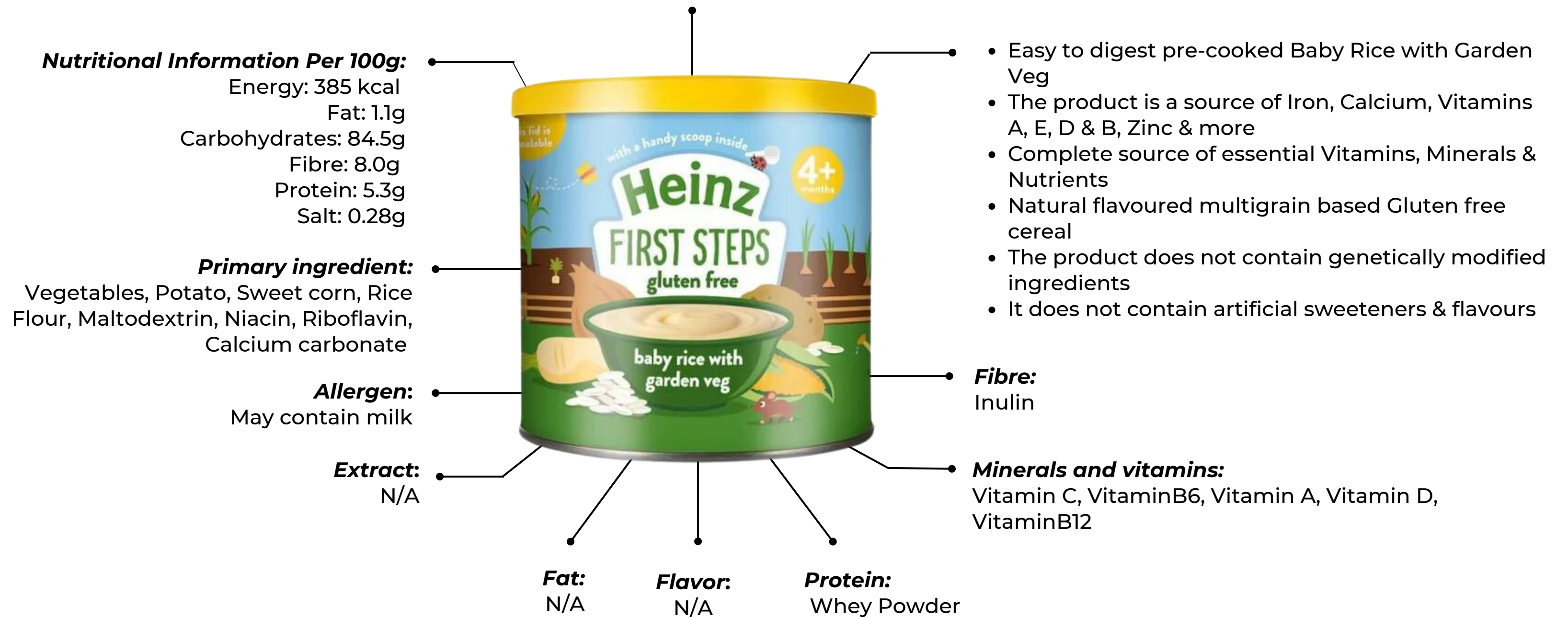
Vitamin C, Vitamin E, Vitamin B6, Vitamin A, Vitamin D, Vitamin B12, Zinc, Iron

Fat:
Palm Oil

Flavor:
N/A

Protein:
Whey Powder

HEINZ Baby First Steps Baby rice with garden veg



HEINZ Baby First Steps Creamy fruit & Yogurt porridge

Nutritional Information Per 100g:

Energy: 398Kcal
 Fat: 4.4g
 Carbohydrates: 74.3g
 Fibre: 0.9g
 Protein: 15.0g
 Salt: 0.35g

Primary ingredient:

Flour, Whey powder, Yogurt powder,
 Dried fruit

Emulsifier:

Extract:
 N/A



- Pre-cooked Creamy Fruit & Yoghurt Porridge, Easy to Digest
- It contains Iron, calcium, vitamins A, E, D, and B, and zinc
- Complete supply of nutrients, minerals, and vitamins that are essential
- Natural-flavoured, gluten-free cereal with a multigrain foundation
- Not made using genetically modified substances
- It contains no artificial flavours or sweeteners

Minerals and vitamins:

Vitamin C, VitaminB6, Vitamin A ,Vitamin D, VitaminB12, Zinc

Fat:
 N/A

Flavor:
 N/A

Protein:
 Milk protein

HEINZ Baby First Steps Multigrain with cauliflower, broccoli & cheese

Nutritional Information Per 100g:
 Energy: 410Kcal
 Fat: 7.9g
 Carbohydrates: 69.2g
 Fibre: 5.3g
 Protein: 12.9g
 Salt: 1.0g

Primary ingredient:
 Flour, Milk powder, Cheese, Cauliflower,

Emulsifier:

Fat: Palm oil
Flavor: N/A
Protein: Milk protein

- Pre-cooked cauliflower, broccoli, and cheese that is simple to digest
- Iron, calcium, vitamins A, E, D, B and zinc
- Complete supply of nutrients, minerals, and vitamins that are required
- Natural-flavoured, gluten-free cereal with a multigrain foundation
- Not made using genetically modified substances
- It has no artificial flavours or sweeteners

Minerals and vitamins:
 Vitamin C, Vitamin B6, Vitamin A, Vitamin D, Vitamin B12, Zinc



HEINZ Baby First Steps Peachy Porridge

Nutritional Information Per 100g:

Energy: 408Kcal
 Fat: 7.9g
 Carbohydrates: 65.1g
 Fibre: 3.1g
 Protein: 18.0 g
 Salt: 0.38g

Primary ingredient:

Flour, Whey powder, Skimmed milk powder, Riboflavin

Extract:

Barley Malt Extract



- Pre-cooked Peachy Porridge that is simple to digest
- Iron, calcium, vitamins A, E, D, B, and zinc are included.
- Complete supply of nutrients, minerals, and vitamins that are necessary
- Natural-flavoured, gluten-free cereal with a multigrain foundation
- The product is not made using genetically modified substances
- It has no artificial flavours or sweeteners

Minerals and vitamins:

Vitamin C, VitaminB6, Vitamin A, Vitamin D, VitaminB12, Zinc

Fat:
N/A

Flavor:
N/A

Protein:
Milk Protein

HEINZ Baby First Steps Blueberry porridge

Nutritional Information Per 100g:
 Energy: 410Kcal
 Fat: 9.2g
 Carbohydrates: 64.1g
 Fibre: 4.5g
 Protein: 15.3g
 Salt: 0.27g

Primary ingredient:
 Oat Flour, Blueberries, Milk powder,
 Riboflavin

Extract:
 Barley Malt Extract

Fat:
 N/A

Flavor:
 N/A

Protein:
 Milk Protein



- Pre-cooked Blueberry Porridge that is simple to digest
- Iron, calcium, vitamins A, E, D, B and zinc are included
- Complete supply of nutrients, minerals, and vitamins that are necessary
- Natural-flavoured, gluten-free porridge made with many grains
- Not made using genetically modified substances
- It does not have artificial flavours or sweeteners

Minerals and vitamins:
 Vitamin C, VitaminB6, Vitamin A, Vitamin D,
 VitaminB12, Zinc

**HEINZ Baby First Steps
Oaty banana porridge**

Nutritional Information Per 100g:
 Energy: 402Kcal
 Fat: 6.0g
 Carbohydrates: 69.8g
 Fibre: 3.0g
 Protein: 15.8g
 Salt: 0.30g

Primary ingredient:
 Flour, Whey powder, Banana, Skimmed milk powder, Riboflavin

Extract:
 Barley Malt Extract

Fat:
 Palm oil

Flavor:
 N/A

Protein:
 Milk Protein



- Easy-to-digest precooked oat-and-banana porridge
- Iron, calcium, vitamins A, E, D, B, and zinc are included
- Complete supply of nutrients, minerals, and vitamins that are necessary
- Cereal is made with natural flavours and gluten-free grains and doesn't include any genetically modified components
- It contains no artificial flavours or sweeteners

Minerals and vitamins:
 Vitamin C, VitaminB6, Vitamin A ,Vitamin D, VitaminB12, Zinc, Iron

HEINZ Baby First Steps Multigrain with carrot, sweetcorn & cheese

Nutritional Information Per 100g:
 Energy: 409Kcal
 Fat:7.9g
 Carbohydrates: 69.2g
 Fibre: 5.3g
 Protein: 12.9g
 Salt: 1.0g

Primary ingredient:
 Flour, Milk powder, Cheese, Carrot, Sweet corn

Extract:
 Yeast Extract

Fat:
 Palm oil

Flavor:
 N/A

Protein:
 Milk Protein



- Pre-cooked carrot, sweetcorn, and cheese that is simple to digest
- Iron, calcium, vitamins A, E, D, B and zinc are included
- Complete supply of nutrients, minerals, and vitamins that are necessary
- Natural-flavoured, gluten-free cereal with a multigrain foundation
- It is not made using genetically modified substances
- It does not have artificial flavours or sweeteners

Minerals and vitamins:
 Vitamin C, VitaminB6, Vitamin A ,Vitamin D, VitaminB12, Zinc

**HEINZ Baby First Step
Cheesy veg With Pasta**

Nutritional Information Per 100g:
 Energy: 393 kcal
 Fat: 6.0g
 Carbohydrates: 67.0g
 Fibre: 3.5g
 Protein: 16.0g
 Salt: 0.98g

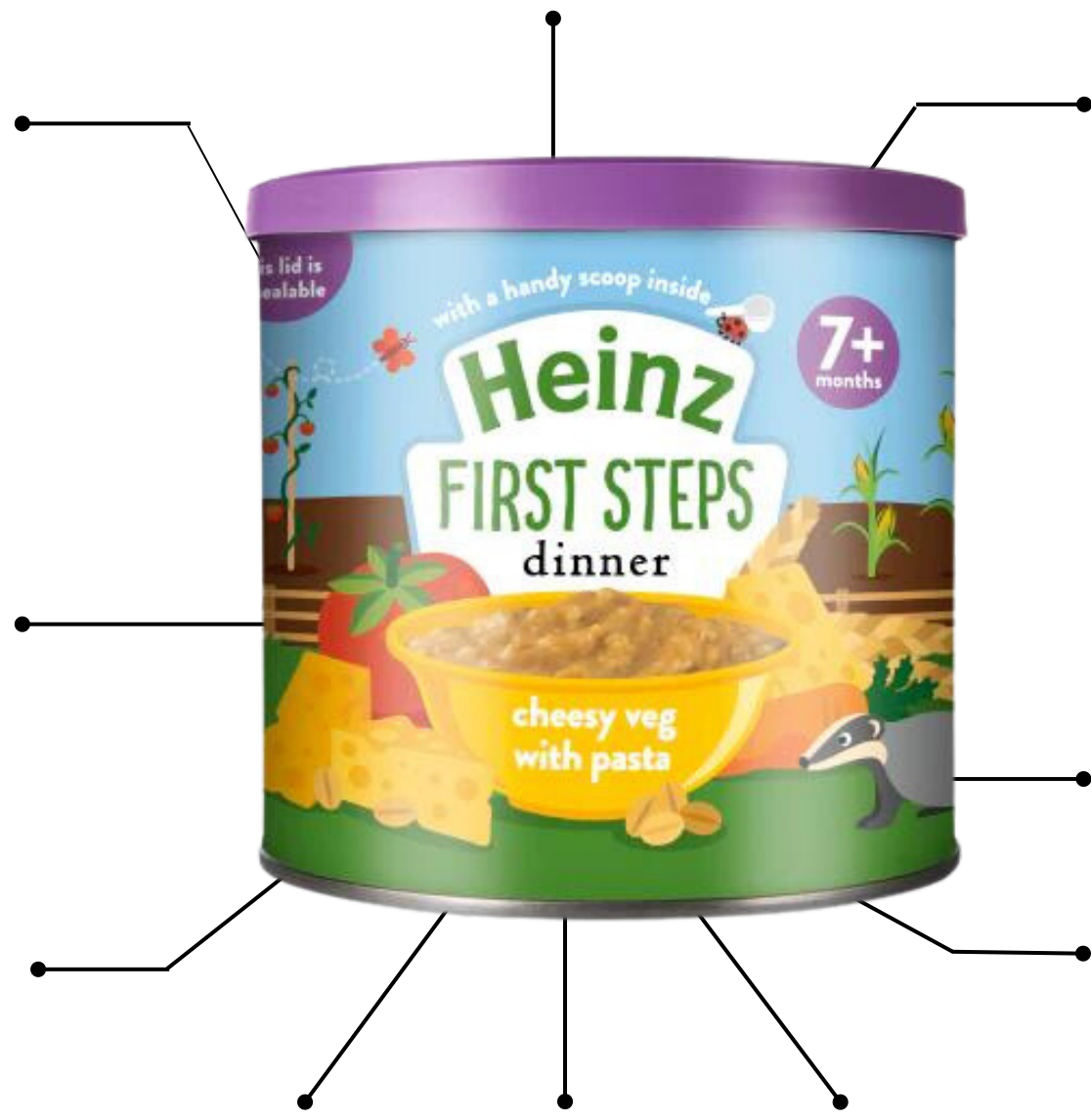
Primary ingredient:
 Vegetables, Flour, Skimmed Milk powder, Riboflavin

Extract:
 Yeast Extract

Fat:
 N/A

Flavor:
 N/A

Protein:
 N/A



- Easy to digest pre-cooked Cheesy Veg with Pasta Cereal
- The product has Iron, Calcium, Vitamins A, E, D & B, Zinc & more
- Complete source of essential Vitamins, Minerals & Nutrients
- Natural flavoured multigrain based Gluten free cereal
- It does not contain genetically engineered ingredients
- It does not have artificial sweeteners & flavours

Allergen:
 N/A

Minerals and vitamins:
 Vitamin D, Vitamin B12, vitamin C, Vitamin E, Zinc, Iron



Our team of experts in the Food Research Lab offer [food product development](#) services. We carefully select ingredients to create novel food products. The list of products we have developed so far is expansive- ranging from ready-to-eat, ready-to-cook, vegan and organic food products. We have also developed millet-based food products that can be cooked by boiling with water/milk, known as [hot cereals](#) suitable for infants.





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THANK YOU