



Brand Observed



Company overview:

Our scrumptious Veggie Straws are ideal for infants from nine months.

Our straws are as delicious as they are simple to hold, thanks to their clever tube shape and hollow centers. Perfect for developing grip and mouth-to-hand coordination in young children.

Although we make every effort to ensure that each bag contains a variety of Straws of varying colours, this is not always possible.

Target Product Category: Kiddylicious

Name of the Product: Veggie Straws

NUMBER OF FLAVORS: 3

- 1. Cheesy Flavour
- 2. Sour Cream & Chive Flavour
- 3. Veggie Straws Original











Cheesy Flavour

Primary Ingredient::

Veggie straws – Potato flour

cheese flavor seasoning (rice

flour, natural flavoring, onion

potassium chloride (natural

melty), tomato powder, salt,

(30%), canola oil, rice flour

(19%), peasemeal (18%),

powder, yeast extract,

way to keep the texture

beetroot powder.

Our cheesy flavoured veggie straws are easy to hold with their tube shape and encourage self feeding.



Nutritional Information

Per 100g

Energy: 502Kcal

Fat: 25g

Carbohydrates: 62g

Fiber: 3.1g **Protein:** 6.4g **Salt:** 0.72g



Sour Cream & Chive Flavour

Primary Ingredient::

Veggie straws(Lentil

Starch(45%),Salt),Rapeseed

flavoring, chives, citric acid)

Oil, Sour Cream and chive

seasoning(4%),(rice flour,

Onion powder, natural

Flour(50%),Potato

Our delicious veggie straws are available in Sour Cream and Chive flavour. The straws encourage self feeding and enable grip due to their traw shape.



Nutritional Information

Per 100g

Energy: 541Kcal

Fat: 33g

Carbohydrates: 51g

Fibre: 2.7g **Protein:** 8.5g **Salt:** 0.92g



Veggie Straws Original

Our veggie straws encourage self feeding and are easy to hold since they have a hollow tube shape.



Primary Ingredient::

Veggie straws – Potato flour (32%), canola oil, rice flour (20%), peasemeal (19%), potassium chloride (natural way to keep the texture melty), tomato powder, salt, kale powder, spinach powder, beetroot powder.

Nutritional Information

Per 100g

Energy: 513Kcal

Fat: 26g

Carbohydrates: 61g

Fibre: 3.1g **Protein:** 6.2g **Salt:** 0.60g



The Food Research Lab is a global R&D contract facility that offers <u>food product development</u> services. We either develop new food products or reformulate existing ones using high quality ingredients. We also conduct sensory evaluation and ensure the product eveloped meets the food regulations and ensure that it is successful.





Contact Us



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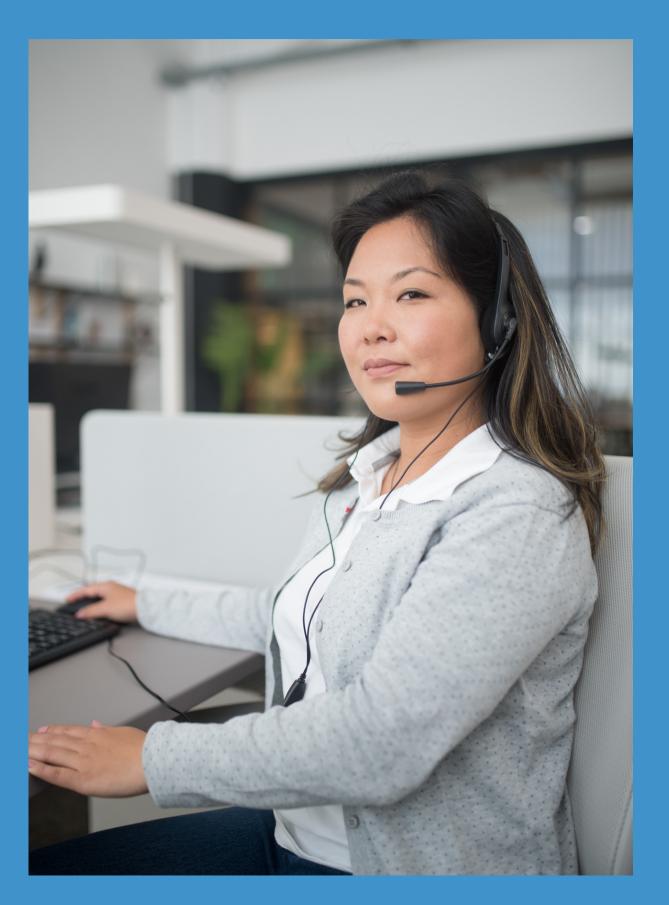
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THANK YOU