

ELLA'S KITCHEN



Brand Observed



Company overview:

The company Ella's Kitchen began in 2006 when Ella's dad realised the baby food products were beige, bland and boring while he was preparing food at his kitchen table. This led him to make tasty, healthy and fun food with the best ingredients for little ones.

Target Product Category : **Ready to eat meals**

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

NUMBER OF PRODUCTS: 4

- Pasta bolognese with red peppers
- Nicely spiced veggie chilli with fluffy quinoa
- Veggie + chicken rice with warm, fruity spices
- Cheesy veg pasta with oozing mozzarella



Fruit and vegetable content:

Organic tomatoes, Organic carrots, Organic red peppers, Organic onions

Portion size:
200g

Primary Ingredient::

Organic vegetable stock 28% (water, organic vegetables: carrots, onions), Organic tomatoes 15%, Organic cooked pasta 13% (water, organic pasta(organic durum wheat, organic dried egg whites)), Organic carrots 11%, Organic beef 8%, Organic red peppers 8%, Organic onions 7%, Organic cooked lentils 7% (water, organic green lentils), Organic tapioca starch 3%, Organic thyme <1%, Organic garlic <1%, Organic oregano <1%, Organic black pepper <1%, Other stuff 0%



Nutritional Information

Per 100g

Energy: 73 Kcal

Fat: 1.6 g

Carbohydrates: 10.4 g

Sugars: 2.2 g

Protein: 3.8 g

Salt: 0.06 g

Servings per pack: 1

Fruit and vegetable content:

Organic tomatoes, Organic potatoes, Organic carrots, Organic butternut squash, Organic beetroot, Organic sweetcorn, Organic haricot beans, Organic onions, Organic spinach, and Organic tomato puree.

Portion size:
200g

Primary Ingredient::

Organic cooked quinoa 24% (water, organic quinoa), Organic vegetable stock 22% (water, organic vegetables: carrots, onions), Organic tomatoes 10%, Organic potatoes 8%, Organic carrots 7%, Organic butternut squash 6%, Organic beetroot 5%, Organic sweetcorn 5%, Organic haricot beans 4%, Organic onions 3%, Organic spinach 3%, Organic tomato puree 2%, Organic herbs and spices 2% (chives, cumin, coriander), Other stuff 0%



Nutritional Information

Per 100g

Energy: 59 Kcal

Fat: 0.7 g

Carbohydrates: 9.6 g

Sugars: 2.5 g

Protein: 2.3 g

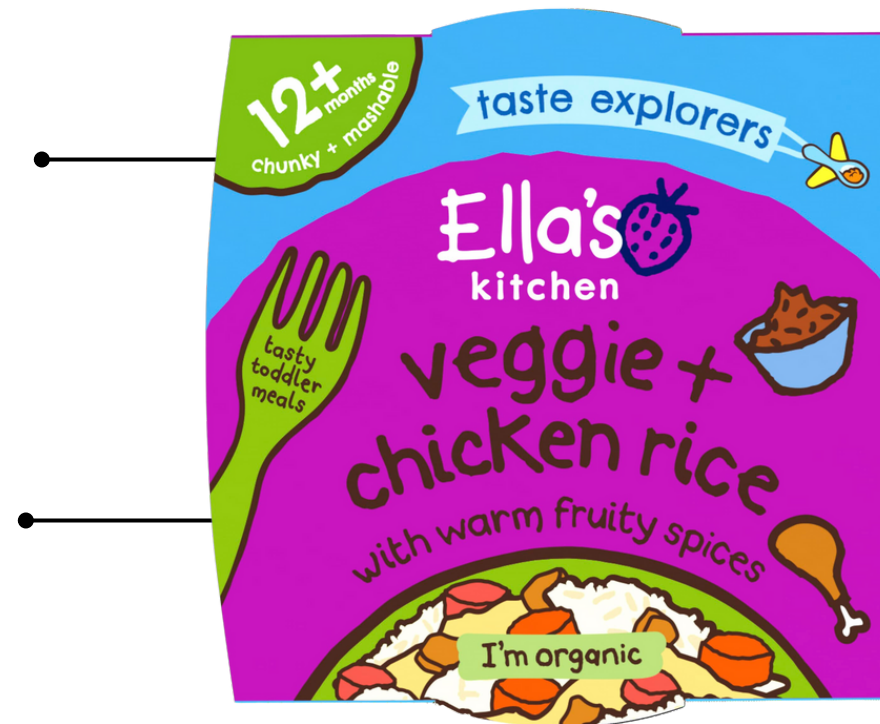
Salt: 0.04 g

Servings per pack: 1

Fruit and vegetable content:
Organic sweet potatoes, Organic carrots, Organic Tomatoes, Organic red peppers, Organic yellow peppers, Organic raisins

Portion size:
200g

Primary Ingredient::
Organic vegetable stock 28% (water, organic vegetables: onions, carrots), Organic cooked rice 21% (water, organic rice), Organic sweet potatoes 10%, Organic carrots, Organic Tomatoes, Organic chicken, Organic red peppers, Organic yellow peppers 5%, Organic raisins 3%, Organic tapioca starch 2%, Organic herbs and spices <1% (cumin, cinnamon, coriander, Organic garlic <1%, Other stuff 0%



Nutritional Information
Per 100g

Energy: 73 Kcal
Fat: 0.9 g
Saturated fat: 0.1 g
Carbohydrates: 13.1 g
Sugars: 4.1 g
Protein: 2.6g
Salt: 0.06 g

Servings per pack: 1

Fruit and vegetable content:
Organic butternut squash, Organic Tomatoes, Organic red peppers, Organic spinach

Portion size:
200g

Primary Ingredient::
Organic vegetable stock 31% (water and organic vegetables: carrots, spinach), Organic butternut squash 17%, Organic cooked pasta 15% (water, organic pasta (organic durum wheat)), Organic carrots 14%, Organic tomatoes 10%, Organic mozzarella (milk) 5%, Organic red peppers 5%, Organic spinach 2%, Organic tapioca starch 1%, Organic garlic <1%, Organic basil <1%, Organic black pepper <1%, Other stuff 0%



Nutritional Information

Per 100g

Energy: 57 Kcal

Fat: 1.3 g

Carbohydrates: 8 g

Sugars: 2.3 g

Protein: 2.8 g

Salt: 0.08 g

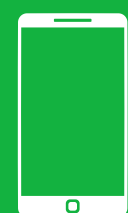
Servings per pack: 1

Our team of food scientists and technologists help clients develop innovative food products by first conducting [consumer market research](#), which helps gather valuable information. Gaining consumer insights helps us develop products that align with their preferences. We specialise in developing various types of products, including hot cereals, ready to eat meals, ready to cook and snacks. We conduct numerous rounds of sensory evaluation to ensure the products developed have desirable characteristics, ensuring the products developed are successful in today's highly competitive market.

Contact Us



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THANK YOU