

Mia & Ben

HELLO FROM MIA & BEN!

INTRODUCING THE NEW BRAND ON A MISSION TO BRING BABY & TODDLER FOOD INTO THE 21ST CENTURY

June sees the launch of Mia & Ben, a new brand that's set to shake up and shape up the baby & toddler food scene. By using the latest food tech and the freshest, organic ingredients, Mia & Ben has created a puree with all the taste, texture, flavour AND goodness of home cooked food. So head to the refrigerated aisle and say hello to four delicious fruit and vegetable flavours, all in convenient pouch packs, that are set to transform the way you feed your child when on the go.



The Collaborators. / /

The food lovers at Mia & Ben know it's vital to introduce fresh new tastes and flavours from an early age to help encourage a healthy diet throughout life. But they saw how difficult it was for busy parents to feed babies real home-cooked food, or to find good quality, healthy snacks for toddlers when out and about. Their mission was to change that, and after years of research in the Mia & Ben lab, delicious pureed food, with all the homemade goodness that babies and children need won't be so hard to come by.

Instead of sterilization or pasteurization, known to destroy some of the goodness in foods, Mia & Ben use HPP; high pressure technology that's proven to keep food safe by gently preserving ingredients. With Mia & Ben parents can rest assured that vital vitamins and nutrients are locked in, natural colours and flavours are preserved, and that their child's food is as fresh as they are! With a lifespan of 6 hours when out of the fridge, new parents with young babies can finally enjoy all of the benefits of a homemade baby puree, minus the mess, fuss and the Tupperware! Plus parents with toddler-aged children can choose Mia & Ben as THE healthy, go-to smoothie snack for fun-filled days out – just twist open, serve with a spoon for little ones or enjoy straight from the pouch.

The puree in Mia & Ben pouches even looks as good as home made, just take a peek in the clear window on packs for a glimpse of the vivid fruit and vegetable colours. And for parents with weaning-aged babies each of the four flavours can be combined with other ingredients for even more taste variety for a growing baby.

There are four delicious fruit and vegetable combinations to choose from, each one packed with nothing but wholesome, organic ingredients:

Carrot, Apple, Parsnip, Lemon & Parsley

Our vibrant-orange puree is a great place to start when weaning. We combined carrots, apples and parsnips for their sweeter flavour, and made carrots the star ingredient to ensure a good dose of vitamin A. Integral to your baby's development, vitamin A plays a role in immunity, vision and skin health. Plus, the hint of parsley introduces herbs & spices which are a great way of developing a diverse palette.

Sweet Potato, Pear, Butternut Squash & Beetroot

The beetroot in this puree makes it look too good to eat, but given it's packed full of potassium, magnesium and betacyanins (the antioxidant pigment in beetroots) we think it's worth it! The sweet potato, pear and butternut squash mean there's also a generous amount of vitamins A & C too.

Banana, Mango & Pineapple

This tropical number looks, tastes and feels like you're on holiday...so try to keep some for your little one! High in magnesium and potassium, we combined banana, mango and pineapple to make a puree that contains goodness for metabolism, hormone function and heart health.

Apple & Blueberry

This berry yummy looking puree is a good source of vitamin C and anthocyanins, the antioxidant pigment in blueberries. Versatile and full of flavour, it's perfect for making classics like porridge and yoghurt that little fruitier.

Says Co-Founder Daniel Auner, 'With Mia & Ben convenience no longer has to mean compromise. We know parents want to home cook for their babies as much as they can, but in reality the pressures of modern life can get in the way. Plus we believe that weaning should be fun, not stressful, messy or expensive. So we've created four fresh, portable fresh purees, that, thanks to our innovative technology, are as wholesome as home made, and so delicious that they can be enjoyed by toddler-aged children too.'

Continues Karina Gentgen, 'Here at Mia & Ben we're proud to be the only brand in the UK to apply exciting new HPP technology to preserve the goodness in organic fruit and vegetables AND keep them fresh for little taste buds – from weaning babies to toddlers and beyond. Our blended purees stay fresh for up to **6 hours** out of the fridge, so they're perfect for busy parents on the go. Head to the refrigerated aisle to give Mia & Ben a try!'

Mia & Ben - We've been busy in the kitchen so that you don't always have to. Available UK-wide on Ocado from mid-June, RRP £1.59.

- Ends -

For further information, images, samples, or to interview a spokesperson please contact Hannah Hodges mrshannahodges@gmail.com or 07956 338973

Follow the story:

Website: www.miabenorganic.com

Instagram: @miabenfresh

Notes to Editors:

- Mia & Ben purees are designed for babies from 6 months + according to WHO weaning recommendations www.who.int/nutrition/topics/complementary_feeding/en/
- Mia and Ben pouches are aluminium free and not yet recycled. However the lids are fully recyclable.
- Mia & Ben pouches are suitable for feeding toddlers as a snack food

The Mia & Ben Mission:

We're on a mission to transform convenience foods for babies, using research and technology to deliver real flavours that build better tastebuds for life.

Mia & Ben Values:

- **Fresh Thinking.** We never stop questioning the present to better the future, encouraging innovation in everything from research to recipes.
- **Keeping it Real.** We believe in clear, honest communication always – about ingredients, techniques and nutrition.
- **Focused on food.** Veggies, fruit, recipes, ingredients – our passion for good food is insatiable!
- **For our children's children.** We create products the right way, that make lives better, improve society and respect the environment.

About HPP

HPP is a non-thermal food preservation technique used to preserve food in its final packaging. They are introduced into a vessel and subjected to a high level of isostatic pressure transmitted by water (300 600MPa/43500-87000psi).

About Daniel and Karina:

Daniel and Karina's first entrepreneurial adventure was establishing a healthy soup restaurant in Soho, London. The experience taught them a great deal, especially about what customers want. Their most important learning was that parents struggled to find appropriate and appealing food for their little ones when on-the-go; they were regularly asked – 'Can my baby eat this?'

They felt compelled to investigate what was out there for babies and young children and trawled supermarket aisles and health food shops, only to find the shelves saturated by ambient, heat processed product stocked alongside other long-life tinned goods. So the idea of creating a fresh, healthy and nutritious food for babies and children, that was practical and portable, yet tasted as good as food made at home, was born.

Two years later and Mia & Ben is set to fill a gap in the market, and create a distinct new category – fresh convenience baby & toddler food that sits in the chilled aisle. By using new technology and fresh ideas Daniel and Karina have developed a that successfully provides a better choice for parents and new babies and young children's tastebuds. Convenient, fresh and genuinely nutritious food now doesn't require hours of cooking or lots of tupperware adding to the stressful lives of already busy modern day parents.

About The Mia & Ben Research Institute:

Research is at the heart of the Mia & Ben business. Our Research team consists of experts in the fields of food technology and nutrition, and is focused on generating fresh ideas in food production, from optimising nutrition and sensory qualities of food to investigating sustainability and quality assurance practices in the industry.

- The Mia & Ben Research Institute has received 1.2M € in research funding.
- An additional 3M € applications for research funding is ongoing from the EU, The Investitionsbank Berlin and the Federal Office for Economic Affairs and Export Control

CURRENT PROJECTS:

- Decreased immunoreactivity of allergens
- Increased bioavailability of nutrients
- Personalised metabolism increasing diet

TARGETS:

- Platform for R&D funded food projects
- Efficient transfer from R&D to product
- Build and protect intellectual property