

Mia & Ben

INTRODUCING MIA & BEN: NEW HPP BABY & TODDLER FOOD BRAND SET TO REVOLUTIONISE THE CONVENIENCE PUREE SECTOR

June sees the arrival of Mia & Ben, a brand new player in the baby & toddler food market and the UK (and Ireland's) first dedicated HPP food brand for children. Mia & Ben forgoes traditional heat based production methods and harnesses High Pressure Processing (HPP); the latest innovation in food production technology. The result is a next generation fresh, puree product set to disrupt the children's food market by becoming the only brand to successfully deliver the same taste, texture and nutrient value of homemade baby food¹ all in a convenient pouch format that works as a snack smoothie for older toddlers too. Mia & Ben's four fruit & vegetable flavours, each made from fresh, organic ingredients, will be available in 100g pouches across the UK via Ocado from mid June with further listings being confirmed shortly (RRP £1.59).



The Collaborators. / /

Whilst HPP brands have already made a significant impact on market share in the US², Mia & Ben will be the first dedicated brand to target the UK-wide market where the value of the baby food pouch sector is worth £76m³, and where there is currently no other fresh baby and toddler food product available in mainstream retail.

Mia & Ben promises to give babies and children the sensory experience of eating real ingredients as close to their natural state as possible, helping to train their delicate taste buds, as well as offering parents the all the assurances of product quality and safety assured by HPP. With a chilled shelf life of 20-25 days and a non-refrigerated lifespan of 6 hours the product also offers the levels of convenience consumers in the sector have come to expect. And with 4 out of 5 parents claiming to make baby food at home the brand looks set to entice new customers to the category too⁴.

¹ Oey, I.; Van der Plancken, I.; Van Loey, A.; Hendrickx, M.; Effect of high-pressure processing on colour, texture

² Fresh HPP baby food grew by 431% in the United States in 2017 (Source: SPINS USA)

³ Kantar

⁴ Mintel Report: Baby Food and Drink - UK - March 2018

Positioning itself as a brand that's accessible to everyone, Mia & Ben is aptly named after two of the most popular baby names. Their dedicated team of nutritionists and food technologists at the Food Technology department of the Technical University of Berlin carried out two years of research and development with the goal of driving innovation in mainstream baby and children's food production. With typical methods such as pasteurization and sterilization known to destroy valuable nutrients, and adversely affect the colour and texture of fresh fruits and vegetables, the successful development of a widely available, and accessibly priced food range that's preserved without heat signals the beginning of a new chapter in children's food production.

The brand has been brought to market by entrepreneurs and passionate foodies Daniel Auner and Karina Gentgen. Both have a background in healthy soup production having previously founded a start-up brand with two Central London retail outlets. When parents began requesting fresh blended vegetables to feed to their young babies on-the-go, they saw the need for a fresh new product in the category.

Says Karina, 'We want to create a future where delicious fresh food for infants and children is always within reach, on shelf, at home and on the go. We realized that while other sectors had undergone significant innovation, food production methods for youngsters hadn't evolved to meet the demands of modern parents. So we made it our mission to change that, and following years of careful research we're ready to introduce Mia & Ben. We're really proud to have created a unique product that features only the highest quality organic ingredients, and processes them so carefully that they retain their taste, texture and quality, helping make children's first tastes exceptional and maintaining all the sensory qualities of a home made puree.'

Continues Co-Founder Daniel, 'We believe our cutting edge production techniques will bring convenience food for babies and young children into the 21st century, but we aren't finished yet, we will continue to dedicate 50% of our budget to R & D in order to meet our aim to lead innovation in the sector. We want to make fresh, convenient food for babies and children the norm, and will keep striving until we get there.'

Mia & Ben worked with design agency The Collaborators to create the brand's engaging look, designed to bring to life its fresh, homemade ethos. The colourful packaging features an outdoor food market stall scene that will resonate with fresh food lovers. To reflect the brand's promise of total transparency of its ingredients, a clear window on front of pack will allow customers to view the product's vibrant colour and natural consistency on shelf prior to purchase.

All four Mia & Ben varieties will be available from Ocado in 100g pouches from mid June
RRP £1.59.

- Banana, Mango & Pineapple
- Apple & Blueberry
- Carrot, Apple, Parsnip & Parsley
- Sweet Potato, Pear, Squash & Beetroot

- Ends -

**For further information, images and quotes or to interview a spokesperson please contact
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Follow the story:

Website: www.miabenorganic.com
Instagram: @miabenfresh

Notes to Editors:

- 100g pouches
- Manufactured in the EU
- Mia & Ben baby purees are suitable for Stage 1 weaning and can be combined with other ingredients to upgrade to Stage 2.
- Mia & Ben is designed for babies from 6 months + according to WHO weaning recommendations www.who.int/nutrition/topics/complementary_feeding/en/
- Mia & Ben pouches are also suitable for feeding toddlers and young children as a healthy, nutritious snack
- Mia & Ben pouches are aluminium free and not yet recycled. However the lids are fully recyclable.

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