

Mia & Ben, the UK's first fresh baby and toddler food, launches exclusively in Sainsbury's.

The innovative fruit and veg pouches will make it easy for parents to give their babies and toddlers 100% fresh and organic food "on the go".

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Mia & Ben is very excited to be the first fresh baby and toddler food available in UK supermarkets. Launching as part of the Sainsbury's Future Brands programme, the range can be found in the kids' yoghurt aisle in 297 Sainsbury's stores and online at [sainsburys.co.uk](https://www.sainsburys.co.uk) from 29 January 2020.

This launch will give UK shoppers the chance to buy fresh, natural and 100% organic kids' food that is easy to take anywhere. Each blend is made from pure fruit and veg, without any additives, and pouches can be kept out of the fridge for up to 6 hours.

Sainsbury's is leading the way by becoming the first supermarket to list an HPP kids' brand. Mia & Ben is made using High-Pressure Processing (HPP) technology - a first for baby and toddler foods in UK supermarkets. HPP uses pressure instead of high temperatures to preserve food. This means that unlike traditional baby and toddler food, which is pasteurised or sterilised, each Mia & Ben pouch has the same flavour, colour, aroma and consistency as homemade food and all of the natural vitamins stay locked in.

Mia & Ben is part of Sainsbury's Future Brands initiative. Raymond Downie, Senior Buyer at Sainsbury's, says: *"Kids' snacks are moving towards more natural and convenient choices. With their fresh 100% organic fruit and veg, Mia & Ben was the right choice for us to be our first Future Brand in the category. We think they will offer consumers in the UK a new option when it comes to choosing natural 'on the go' options for their kids"*.

The London-based start-up will initially launch in Sainsbury's with three flavours: Apple & Blueberry; Banana, Mango & Pineapple; and Sweet Potato, Pear, Squash & Beetroot. Pouches will retail at £1.50.

This new range will offer parents a healthy, gluten and dairy free alternative to yoghurts and other snack foods. Mia & Ben also comes in resealable BPA free packaging.

"While other food sectors have undergone significant innovations, baby and toddler food production hasn't evolved to meet the demands of modern parents," says Karina Gentgen, co-founder of Mia & Ben. *"Our goal is to use the latest food technology to provide parents with fresh, healthy food that their kids will love."*

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About Mia & Ben:

Mia & Ben is a start-up founded by Daniel Auner and Karina Gentgen in 2016. Their chilled blends of 100% organic fruit and veg are protected by HPP (High-Pressure-Processing),

which locks in natural vitamins and flavours. Suitable for ages 6 months and up, the fridge-fresh pouches are perfect for weaning babies and feeding hungry toddlers. Mia & Ben is the only fresh baby and toddler food available in supermarkets in the UK.

For further information, images and quotes, or to interview a spokesperson, please contact press@miabenorganic.com