



Press release

Date: February 2017

Holle baby food presents its new products at the Biofach 2017

Even larger range of baby food for young gourmets

New products from Holle baby food: With the launch of Organic Infant Formula PRE Holle offers consumers the first PRE milk, which is characterised by a reduced amount of vegetable oils that are replaced instead by Demeter milk fat. This combination of milk fat and vegetable oils provides for an ideal fat composition for infant nutrition. Also new in the Holle range are Organic Baby Porridge Maize with Tapioca and well-proven Organic Baby Porridge Millet with an improved recipe. Holle has also expanded its range of organic snacks to include several new products: Crunchy Snacks, Biscuits and Minis. In addition Holle's stand at the Biofach (Number 517 in Hall 7) will also be displaying the latest edition of the company's sustainability magazine.

From 15 to 18 February 2017 the international organic industry will be coming together at the Biofach show, the world's leading exhibition for organic food, in Nuremberg/Germany. 2 300 exhibitors will be on hand to provide trade visitors with information about current developments in the organic segment. For those who are interested in news from the organic baby food segment, a visit to baby food manufacturer Holle baby food's stand is a 'must'.

New PRE milk with Demeter milk fat

Breast milk is the best nutrition for a baby. For mothers who cannot or do not wish to breastfeed their child exclusively or only can or want to partially, infant formula is an alternative option. In addition to its existing Holle Organic Infant Formula 1 based on cow's or goat's milk, suitable for use from birth onwards either exclusively or as a supplement to breast milk, Holle is now offering a new product, Organic Infant Formula PRE. Vegetable oils are usually the only source of fat in conventional infant formula. Holle's PRE milk is the first to also include Demeter milk fat, while simultaneously reducing the amount of refined vegetable oils. The milk fat is unrefined and characterized by a fine, creamy taste.



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The combination of milk fat and vegetable oils provides for an ideal fat composition for infants. Organic Infant Formula PRE is an addition to the tried-and-tested Holle range of infant formula products, which will be presented in a revamped packaging design at the Biofach.

Expanded range of porridges

The new products which have been added to Holle's range of baby porridges are a response to feedback from parents. The baby food manufacturer has thus resumed production of the popular Organic Baby Porridge Millet but with an improved recipe. Instead of the previous mix of rice and millet the porridge is now 100 percent organic millet. A new addition to the range is Organic Baby Porridge Maize with Tapioca. Tapioca is a starch obtained from the cassava root and contains a particularly high percentage of carbohydrates. All the ingredients for the new porridges are sourced from organic farmers. They can be prepared in multiple ways, without cooking – for example as a milk-free porridge with fruit or vegetables. Holle organic porridges are suitable from 4 months and form a valuable basis for the healthy and balanced nutrition for babies and toddlers. They are produced using only carefully selected organic cereals, with heat and moisture used to gently unlock the goodness of the whole grain.

Organic snacks for the youngest

With four new snack products, Holle is now offering more choice to satisfy between-meal hunger. They include Organic Crunchy Snacks for babies from eight months. The puffs are easy for babies to grasp with their small hands – and to put into their mouths, where this soft snack melts in an instant. They are available in Millet flavour and a mildly fruity Millet-Mango version.

Also new: Organic Biscuits Pear-Apple in fun animal shapes, suitable from 10 months. These fruit biscuits in practical freshness sachets are big enough to be given to babies as a small treat at home or on the go.



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New Holle Organic Minis Banana-Orange are suitable for babies from 12 months. A mix of cereals and fruits provides these little treats with a nice fruity note that not only little gourmets will savour. Organic Minis are individually packed and so always fresh. All snacks are free from artificial flavourings and additives (as required by law). In addition to this, they do not contain refined sugar, as some of the ingredients already include natural sugars.

Sustainability magazine focuses on advice

The latest edition of the Holle magazine “Sustainable from the beginning” provides interesting insights into how Holle baby food has developed since the founding of the company and how sustainability is put into practice. The title of the magazine is no coincidence. It illustrates the responsibility that Holle feels. As one of the first companies with a Demeter processing contract, Holle proved early on that Demeter food can be produced in large quantities and that it has a future. Holle and its products are an important contribution to making sure that babies can live sustainable lives from the very beginning. The latest edition of the magazine focuses on the diverse facets of Holle’s competence as an advisor and when communicating with raw materials suppliers, producers, distribution partners and consumers.

For more information about the new Holle magazine and all the new Holle products, visit us at Stand 517 in Hall 7.

About Holle baby food:

Holle baby food GmbH is a manufacturer of baby food of organic and biodynamic quality. The company is located in Riehen (Switzerland) and in Grünsfeld near Tauberbischofsheim (Germany). The range includes baby milk formula, baby porridge, jars, and fruit and vegetable purées in pouches. Baby weaning oil, teas and snacks complete the extensive range. Holle products are sold in more than 40 countries. The company, founded in 1933 in Switzerland, is the market leader in the German organic specialised trade and a founding member of babyclub.de, the most successful Internet portal for young parents, with 900,000 visitors per month. www.holle.ch

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Caption: New Holle Organic Infant Formula PRE is the first PRE milk with Demeter milk fat. (**Source:** Holle baby food GmbH)



Caption: Tried-and-tested recipes in a new design: Holle Organic Baby Milk Formulas made with cow's milk. (**Source:** Holle baby food GmbH)

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Caption: Even more gluten-free porridge options: Organic Baby Porridge Millet with an improved recipe and new Organic Baby Porridge Maize with Tapioca.

(Source: Holle baby food GmbH)



Caption: Holle's new range of snacks offers lots of options for young gourmets.

(Source: Holle baby food GmbH)

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Caption: In addition to the two Organic Crunchy Snacks, new Organic Biscuits Pear-Apple and Organic Minis Banana-Orange are practical between-meal snacks for at home and on the go. (**Source:** Holle baby food GmbH)



Caption: Holle’s extensive competence as an advisor and communicator is one of the focuses of the latest edition of its “Sustainable, from the beginning” magazine. **Source:** Holle baby food GmbH)