well-being
by nature

BABY-FOOD
OUR EXPERTISE
in Baby-Food

WELL-BEING BY NATURE

UPSTREAM
With an integrated team of agronomists, Diana Food ensures the quality of ingredients through a strict selection of fields and suppliers, a variety improvement, an adherence to agricultural regulations and high standards applied to specific and sustainable farming methods (organic raw materials, no pesticides, no contaminants...).

REGULATION
Regulation is key and is usually based on ready-to-eat products. Our tailor-made baby food solutions are in line with specific requirements and local legislation. Diana Food guides its customers in complying with local regulations.

PROCESS & QUALITY
Diana Food has access to important technologies such as extraction, concentration, roller drying, spray drying and extrusion. Our production plants carry out highly rigorous controls throughout the production process: verification of incoming raw materials, on-line controls, final checking of finished products and foreign body management.
Diana Food’s healthy solutions commitment is to provide nutritional and health benefits to ensure the best future for your baby. All Diana Food solutions are made from natural and high-quality raw materials: we offer a wide selection of fruits, vegetables, and meat and seafood products for optimal nutritional quality. Guaranteeing healthy baby food is more than a commitment, it is in our genes.

As they grow, babies become increasingly curious and adults/parents must educate their children to learn, recognise the taste of ingredients, and discover new aromatic profiles and colours. Diana Food has a part to play in this education by providing tasty solutions and attractive baby food and, colours. Our objective is to provide real sensations with new textures adapted to baby’s age.
A WIDE RANGE OF NATURAL SOLUTIONS
based on key driving trends & baby’s needs.
DRY
Baby cereals, snacks and biscuits

WET
Ready meals, desserts and drinks

MILK
Milk for babies from 6 to 36 months, pregnant women and lactating mothers
KEY DRIVING TRENDS

**Organic**  Over a third of baby food and drink (excluding milk/formula) launched globally is certified organic.*

**Clean Label naturalness**  Purity and transparency are important issues in baby food and drink. In baby food and drink, excluding milk/formula, naturalness remains the major platform of innovation.*

**Sugar reduction**  Launch of baby products in the Americas with a low/no/reduced sugar claim increased from 8.4% in 2012 to 22.4% in 2014 motivated by the ambition of many companies to help prevent childhood obesity.*

**Having fun while learning to feed yourself**  Global launches of baby snacks have shown significant increase since 2012.*

*Source: MINTEL 2015*
Learning and recognising the taste of an ingredient, educating the taste buds... Diana Food supports babies in their development by providing natural solutions in terms of texture, taste, colours and health.

**Texture**

Diana Food offers a range of fruits and vegetables, meat and seafood products providing an attractive texture and appearance. Suited to babies from 6 to 12 months, our range of powders, flakes and small and larger pieces enables them to learn to chew and discover different sensations.

**Taste**

After a soft introduction of fruit and vegetables in milks and purees, babies over the age of 6 months discover new tastes. With a large range of raw materials – berries, citrus fruits, tropical fruits, orchard fruits, vegetables and meat – Diana Food provides a large range of aromatic profiles, together with natural flavours and extracts from Symrise enabling them to explore new tastes.

**Colour**

A touch of natural colouring foods brings an attractive appearance to porridges, baby cereals, snacks and biscuits.

**Health**

Sugar substitution is increasingly sought and a variety of raw materials can now provide natural sweeteners. With our expertise in banana through Confoco, Diana Food has new solutions to offer in sugar substitution.

In addition, Diana Food provides organic and clean label solutions: no additives, high fruit content up to 100% fruit or vegetable, etc.

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**CONCEPT**

Did you know you can use our crispies in baby snacking? With their light density, these extruded pieces are available in different varieties, forms, colours and dimensions to arouse baby’s curiosity.

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**A WIDE RANGE OF FRUITS, VEGETABLES, MEAT AND FISH FOR ALL AGES:**

- **CONCENTRATES**
- **POWDERS (< 600 µm)**
- **MEAT POWDERS**
- **PUREES**
- **FLAKES (1 to 5 mm)**
- **GRANULES (< 2 mm)**
- **CRUNCHIES (2-4 mm)**
- **CRISPIES (3-15 mm)**

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- **STEP 1** 4-6 months
- **STEP 2** >6 months
- **STEP 3** >8 months
- **STEP 4** >12 months

- Organoleptic impact
- Sugar substitution
- Taste booster
- Organoleptic impact
- Easy dispersion
- Typical notes
- Nice taste before drying
- 100% fruit content
- Viscosity and roundness
- Pulpy texture
- Light density
- Colorful visual impact
- Foreign body management
- Crispy sensation
- High visual impact
- Foreign body management
- Crispy texture

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**POWDERS (≤ 600 µm)**

- Nice taste before drying
- 100% fruit content

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**FLAKES (1 to 5 mm)**

- Pulpy texture

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**CRUNCHIES (2-4 mm)**

- Crispy sensation
- High visual impact
- Foreign body management

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**CRISPIES (3-15 mm)**

- Light density
- Colorful visual impact
- Foreign body management
- Crispy texture
**Taste with ethnic, familiar and traditional dishes**

In baby food, flavours become more diversified with mash-ups of various ingredients, strengthening the concepts of health and nutrition (fruit and veggie mixes).*

**Health through low salt and sugar**

Most parents will not be ready to compromise on their baby’s health: ingredients like sugar and salt have no place on ingredient lists.*

**Texture and appearance**

"Real food” / Home-cooked is the golden standard. The objective is an ingredient that can be picked up, has visible bumps, a fresh colour and a texture that is not completely uniform.**

**Smell and freshness**

A good smell can be the sign of home-made quality. Freshness represents goodness for consumers - with home-made once again being the ultimate expression of freshness.**

**Organic**

Over a third of baby food and drink (excluding milk/formula) launched globally is certified organic.*

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As they develop, babies copy their parents and want to behave like them... So, babies need a variety of tastes and textures. Diana Food provides different natural solutions similar to home-made food.

**Taste**
Diana Food and Symrise have combined their expertise and know-how to bring you aromatic profiles made from natural raw materials and natural extracts and flavours (vanilla, honey, banana and milk). This collection of tastes allows us to offer authentic and ethnic meals for tailor-made solutions.

**Texture/Appearance**
A consumer study** carried out in 2015 in the UK shows that home-made is the undoubted standard of excellence in the category. As respondents said: “There is nothing better than home-cooked. You know what went in to it...” or “They should make the food very similar to home-cooked”. Diana Food offers natural mixes, similar to home-made with its concentrates, pieces, etc.

**Health**
With its vegetable extracts or concentrates, Diana Food provides healthy tailor-made solutions: reduced salt content while maintaining taste.

In addition, Diana Food provides organic and clean label solutions: no additives, high fruit content of up to 100% fruit or vegetable.

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**A WIDE RANGE OF FRUITS, VEGETABLES, MEAT AND FISH FOR ALL AGES:**

<table>
<thead>
<tr>
<th>CONCENTRATES</th>
<th>PUREES</th>
<th>FLAKES</th>
<th>SOFTY CHUNKS</th>
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</tbody>
</table>

- **STEP 1** 4-6 months
  - Organoleptic impact
  - Sugar substitution
  - Taste and colour booster
- **STEP 2**
  - Nice taste
  - 100% fruit content
  - Texture effect
- **STEP 3** >8 months
  - Standardisation of texture, taste, colour and dry matter
- **STEP 4** >12 months
  - FRUIT
    - Visual pieces
    - Similar to home-made
    - Standardised texture
    - No added sugar
    - Foreign body management
  - MEAT
    - Visual pieces
    - Standard level of proteins
    - Wholeness of pieces
    - Natural shapes available
    - Foreign body management

**YUMMY, the first baby seasoning**
YUMMY is a fully natural similar to home-made recipe consisting of vegetables (96%) and sunflower oil (4%) ensuring high food safety and full traceability. YUMMY turns often bland baby food into a real new culinary experience for babies that improves the taste of the dish naturally and allow a reduction in salt content.

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**DID YOU KNOW?**
Banana is the most popular fruit used in Baby Food. With its dedicated production plant Confoco® based in Ecuador, Diana Food is the world’s largest producer of tropical fruit flakes. The site specialises in processing drum dried banana, mango, pineapple flakes and powders.
Health Claims

Functional health claims tend to be found predominantly in milks and cereals which are all designed to be extremely nutritious since they constitute a very large part of baby’s diet.*

81% of growing-up milks (GUMs) with a functional claim were launched globally in 2015.*

The main claims of GUMs are related to bone health, prebiotics, the immune system, digestive health and the development of the brain & nervous system.*

Nutritional value

Fibre, proteins, fruit and, vegetable equivalence are desirable in baby food.*

Diversification**

Acceptance of a new food may depend on previous feeding experience. New fruits and vegetables will be more readily accepted if there is a good variety and if there has been repeated exposure before and during diversification.

*Source : MINTEL 2015  **Source : Bibliography
Milk is the main food for babies up to 36 months and is essential for good growth and development.

**Health**

**EQUIVALENCES**

*Diana Food* can provide a guide to help you gain a raw equivalence of one piece of fruit or vegetable. For example, if you use 1.1g of strawberry flakes in your final application, you can make the claim “is prepared from 1 strawberry”.

**NUTRITIONAL AND HEALTH CLAIMS**

For babies from 12 to 36 months, European Regulation 1924/2006 applies: 15% reference value allows the claim “source of vitamin or minerals” to be made. Health claims are subject to authorization:

- Calcium is needed for normal growth and bone development in children.
- Protein is needed for normal growth and development of bone in children.
- Vitamin D is needed for normal growth and development of bone in children.

Vitamin C with our acerola up to 34%.

**Taste**

The benefits of diversification have now been proved through research: teaching babies to recognise and accept new tastes is essential. *Diana Food* offer tailor-made fruit and vegetable mixes adapted to milk.

**FLAVORS SUITABLE FOR BABY FOOD**

(based on EFFA* position)

*Diana Food* combines its expertise in regulatory matters with the know-how of Symrise in natural flavours. We offer graded baby food flavours: vanilla, honey, milk and banana. These can be used to provide a subtle base flavouring, as the mark of a product or brand, or to provide an intense taste experience. These solutions also respect legal and regulatory standards of the various markets.

*European Flavour and Fragrance Association*

**A DEDICATED RANGE OF PRODUCTS FOR TAILOR-MADE SOLUTIONS**

<table>
<thead>
<tr>
<th>CONCENTRATES</th>
<th>TAILOR-MADE POWDER MIXES</th>
<th>PUREES</th>
<th>NATURAL EXTRACTS / FLAVORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organoletic impact</td>
<td>High organoleptic impact</td>
<td>Intense natural taste</td>
<td>Natural intense taste booster or masking agent</td>
</tr>
<tr>
<td>Sugar substitution</td>
<td>Easy dispersion</td>
<td>100% fruit content</td>
<td></td>
</tr>
<tr>
<td>Taste booster</td>
<td>Boost of typical notes</td>
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**AND MORE...**

*Diana Food* can also provide natural solutions for pregnant and lactating mothers.
This marketing document concerns industry professionals. It only pertains to food ingredients not final food products. It is the responsibility of each manufacturer to verify the compliance of the final product’s labeling and communication indicated on the finished foods to be delivered as such to the consumer with respect to the current local legislation.