



HiPP
organic

Little book of
moments
including your guide to weaning

Money off
coupons
inside!

Moments that
matter



As a parent, life is full of wonderful experiences and diverse moments. It's a time for firsts, like mastering the art of nappy changing in the dark, existing on minimal sleep and laughing and smiling at the simplest of things. There are so many moments to cherish, many of which are life forming and life changing – no matter how big or small, we consider them all to be moments that matter.

To celebrate these moments, whether past or present, we are on a mission to unearth and share the moments that matter most to all our mums and dads out there. You can join in sharing yours on our Facebook or Twitter pages.



Our story

The HiPP story is one of a family's passion, innovation and trust. At HiPP we've always been there for the most precious in life. **For over 100 years** the HiPP family have been pioneering new techniques to fulfill their belief in producing **the healthiest and most natural baby food**.

Today, three generations later, we continue to lead the way in making the very best products for your little one whilst preserving the environment.



- We work **hand in hand with nature** to produce the finest ingredients and we will stop at nothing to ensure we make the best products for you and your baby. Our quality standards go way beyond any statutory requirements – which we believe every family has a right to expect – especially when it comes to their little ones.
- Meat is reared using only organic methods, fish is sourced from sustainable catches and fruit is selected and ripened to ensure **full flavour for your baby's taste buds and nutritional needs**. Our vegetables and fruit are grown naturally with no harmful pesticides.
- All of this has led to the **biggest range of organic feeding products**, including a full selection of weaning and toddler foods.
- Our range also comes in a **variety of packaging formats**, from pouches that are perfect for mums on the move, to stackable space-saving jars that are great for cupboard storage.





The moment when
your world
changed forever

When you first discovered you were pregnant, regardless of whether it came as a blessing, a surprise or a bit of a shock... you will have quickly realised that your entire world would be turned upside down to make way for the new addition to your family.

The moment when you brought them home

If you had your little one in hospital you'll remember that feeling of leaving the safety of the ward to take them home. It's such an exciting time, a time that parents often feel that their new family life really begins, and they can't wait for their new baby to meet friends and family.

In those first few weeks you were finding your feet, operating on very little sleep and doing lots of things for the first time. It's amazing how far you have come.



A woman with blonde hair is sitting in a black mesh hammock, reading a newspaper. She is wearing a light-colored, patterned top. The background is a blurred green outdoor setting. The text is overlaid on the image in blue and green boxes.

The moment you finally get some 'me time'

Make no mistake about it – raising your little one can be a lot of work! It's important to take a little me-time every now and then. Leave them in the hands of your more than capable partner or lean on family members to mind your baby while you take some well-deserved down time, even if it's just a coffee with friends!

The moment when
you watch
them take their
first step

Then there's the incredible moment when your child stands up straight for the first time and wobbles towards you, arms outstretched, smile bright and beaming. Putting one foot in front of the other is such a natural and beautiful thing and a wonderful experience for new parents.



Your guide to weaning

Weaning is an exciting time for young taste buds, not to mention a momentous occasion for parents! It's an adventure HiPP have been helping mums and babies with for over 100 years so we believe we are perfectly placed to advise you during this special development stage. Over the next few pages we offer some expert advice and words from other mums that we hope will help you enjoy those amazing weaning moments.





Are they ready?

The moment when...

- ...they can stay in a sitting position and hold their head steady.
- ...they can co-ordinate their eyes, hands and mouth so that they can look at the food, pick it up and put it in their mouth, all by themselves.
- ...they can swallow food. Babies who are not ready will push their food back out with their tongue, so they get more round their face than they do in.

The weaning journey

First foods

Up until now, your baby has only experienced the taste and texture of milk, so moving on to solid food is a big step. Start with smooth textures and mild, simple flavours. More importantly don't worry about quantity, they are still getting everything they need from their milk feeds at this stage.

As weaning progresses make sure you introduce lots of different flavours and textures. Don't be put off if your baby shows some surprise at different tastes: your baby is just telling you this is a new taste for them!





From 7 months

It is important to start to introduce foods with more texture from around 7 months. We know that introducing lumps can be a worry, but there is no need to rush; start by offering mashed textures and move onto small, soft lumps when you feel they are comfortable with this new texture.

From 12 months



By now, your toddler's progressing onto foods that are eaten by the whole family. Eating together – whether at home, over at friends' or in restaurants is perfect for some extra family bonding, even if they can't always have the same food as you. It is also great for developing social skills and instilling a love of food!

Why not check out how our wean team of parent bloggers are getting along with weaning their little ones at HiPP.co.uk/weanteam



Mums tell us about taking the plunge

We asked over 1000 mums about their experiences when starting weaning, they gave us some wonderful responses. It's safe to say that everyone has very similar worries and breakthrough moments over the journey from those first few mouthfuls to family meals.

Here are just a few highlights along with advice from our team of experts. You can find lots more advice at [HiPP.co.uk](https://www.hipp.co.uk)

“let them get messy as long as they eat”



Getting the quantities right

Lots of our mums told us that knowing how much to offer and worrying about how much they were actually eating made them nervous when they first started weaning.

To help we have put together a simple weaning chart for you to refer to. You can get a copy at [HiPP.co.uk/weaningchart](https://www.hipp.co.uk/weaningchart)



Helen
HiPP Nutritionist

“At this stage, most of your baby’s nutritional needs are still being met by milk so don’t worry if they don’t accept very much food. As they get the hang of it a simple rule of thumb is to just let your baby’s appetite be your guide as you gradually increase the amount of solid foods in their diet.”



“Just take it
as it comes”

Babies' 5-a-day

Most of our mums said that it was really important to them that their baby liked fruit and vegetables, wanting them to have a healthy diet from the very start. You can find more information [HiPP.co.uk/5aday](https://www.hipp.co.uk/5aday)

“Mums are right to want their babies to have a love of fruit and veg from an early age, as the type of food offered in infancy can pave the way for foods they will continue to enjoy when they are older.

Don't forget however that fruit is more readily accepted, so prioritise vegetables over fruit and don't forget the other important staples like dairy and meats.”



“Try to eat together
so that it's a
social occasion...”

A close-up photograph of a person's hands, wearing a white long-sleeved shirt, carefully inspecting a large tray of fresh, ripe strawberries. The strawberries are bright red with visible seeds and green stems. The background is slightly blurred, showing a person in a blue shirt. A blue banner with white text is overlaid on the top left, and a green banner with white text is overlaid on the middle left.

HiPP's outstanding organic quality

The HiPP family's quality principles extend far beyond those laid out by the law. Before a HiPP product leaves to make its way to the supermarket shelves, it undergoes a number of strict quality inspections and tests.



The HiPP quality control department start this process by analysing soil samples to ensure harmful pollutants are not present and conducting regular tests during the vegetation period.

Upon delivery, each batch is examined for over 1,000 different pollutants. Only when the produce is flawless is it permitted to be made into HiPP baby food.

From soil examinations to the inspection of the finished product, there are more than 260 tests! Perhaps it is our attention to detail that has made HiPP one of the most popular brands of baby food with mums and dads.



foods

Our incredible range of organic foods provide the best possible start for weaning and beyond.



Pouches

Lots of flavour, packed into a handy re-sealable format – perfect for use when out and about.



Fruit pots

Delicious little portable pots that count towards one of your 5-a-day.



Jars

All-time favourite recipes with perfect texture at every stage.



Trays

Healthy and nourishing meals with just the right tastes and textures for growing toddlers.



Cereals

A delicious and nourishing start to the day!

We know it can be hard to find what you're looking for on the supermarket shelves, so we've added colourful panels to the front of our products* to help you navigate through the vast number of options available to you. We hope it helps.

-  **vegetables**
-  **meat**
-  **fish**
-  **breakfast**
-  **fruits**
-  **desserts**

*Excluding pouches


HiPP
organic

75p off

any HiPP product

To the customer: This coupon can be used in part payment for HiPP Organic Baby Foods. Only one coupon can be used against each item purchased. Please do not attempt to redeem this coupon against any other product as refusal to accept may cause embarrassment and delay at check-out. Only original coupons will be accepted – photocopies and duplications are not eligible.

To the retailer: HiPP UK Ltd., will redeem this coupon at face value provided ONLY that it has been taken in part payment for HiPP Organic Baby Foods. HiPP UK Ltd., reserve the right to refuse payment against misredeemed coupons. Please submit coupons to Valassis Limited, PO Box 6199 Nuneaton CV11 9HQ



NCH Code: 1200 00265
Expiry Date: 30/04/2017


HiPP
organic

50p off

any HiPP Pouch

To the customer: This coupon can be used in part payment for any HiPP organic pouch. Only one coupon can be used against each item purchased. Please do not attempt to redeem this coupon against any other product as refusal to accept may cause embarrassment and delay at check-out. Only original coupons will be accepted – photocopies and duplications are not eligible.

To the retailer: HiPP UK Ltd., will redeem this coupon at face value provided ONLY that it has been taken in part payment for HiPP Organic pouches. HiPP UK Ltd., reserve the right to refuse payment against misredeemed coupons. Please submit coupons to Valassis Limited, PO Box 6199 Nuneaton CV11 9HQ



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