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Beech-Nut Infant Food Functional Firsts Fact Sheet

Beech-Nut is taking infant nutrition to the next level, by bringing a variety of “firsts” to the baby food aisle of grocery stores across the United States. In total, 17 new innovative all-natural products are being introduced, including first-of-a-kind yogurt-blend fruit and vegetable juice drinks, new products enhanced with DHA, and unique dry cereals and jarred food varieties containing ingredients such as muesli, whole wheat and wild Alaskan salmon.

Functional Benefits

The new products expand the Beech-Nut DHA *plus+* and Beech-Nut Good Morning & Good Evening lines. Each product features functional benefits for baby that goes beyond nutrition to promote healthy digestion, enhance mental and visual development, improve concentration and encourage growth, depending on variety.

Beech-Nut DHA *plus+* foods and beverages contain:

- DHA (docosahexaenoic acid), an omega-3 fatty acid that supports baby’s mental and visual development
- Prebiotics, which stimulate the growth of “good” bacteria, aiding in digestion, and improve calcium absorption

Beech-Nut Good Morning foods and beverages contain:

- Soluble fiber to give baby sustained nutrition during the day

Beech-Nut Good Evening foods and beverages contain:

- Whey protein to help baby grow throughout the night, when he grows most

Like all Beech-Nut products the new foods and beverages are all-natural with vitamins and minerals and are free of preservatives, artificial flavors or colors, trans fat, and added refined sugar.

Better-For-Baby Beverages

Beech-Nut has added four new first-of-a-kind 6-ounce juice beverages to its portfolio, offering parents healthier alternatives to regular juice with all-natural ingredients and *no added refined sugar*.

Varieties

- DHA *plus+* Mixed Berry Yogurt Blends with Juice
- DHA *plus+* Tropical Fruit Yogurt Blends with Juice
- Good Morning Chiquita® Banana Juice with Yogurt
- Good Evening Veggie Delight Juice



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Food “Firsts”

Beech-Nut is also introducing new jarred and dry cereal foods that go beyond nutritional norms to offer innovative advanced nutrition to babies, including the first infant food variety in the U.S. to include seafood and the first baby food varieties that contain whole wheat and muesli.

- Wild Alaskan Salmon – made from the highest quality wild Alaskan salmon, Beech-Nut is the first to offer a seafood variety to help expand the palates of infants while introducing them to this important food source
- Whole Wheat – provides baby with added fiber, protein and magnesium, to promote healthy digestion, keep baby satisfied and help build strong bones
- Muesli - a combination of oats, whole wheat and fruit, muesli is high in fiber and offers baby a steady release of energy throughout the morning

Varieties

DHA *plus+* (*Added DHA and prebiotics*)
Stage 3 Jars (6 oz.)

- ♣ Sweet Potatoes & Wild Alaskan Salmon
- ♣ Whole Grain Cereal with Raspberries
- ♣ Whole Wheat Pasta Parmesan

Good Morning (*Soluble fiber*)
Stage 2 Jars (4 oz.)

- ♣ Creamy Wheat with Peaches
- ♣ Muesli with Yogurt & Raisins

Stage 3 Jars (6 oz.)

- ♣ Whole Wheat, Oat Bran & Raisins
- ♣ Rolled Oats with Apples

Dry Cereal (7 oz.) featuring Easy Pour

- ♣ Good Morning Muesli with Apples

Good Evening (*Whey Protein and prebiotics*)
Stage 2 Jars (4 oz.)

- ♣ Whole Wheat Pasta in Tomato Sauce
- ♣ Sweet Potato & Turkey

Stage 3 Jars (6 oz.)

- ♣ Country Vegetables with Beef
- ♣ Vegetable Turkey Dinner

Dry Cereal (7 oz.) featuring Easy Pour

- ♣ Good Evening Whole Wheat with Raisins

Availability The new DHA *plus+* and Good Morning & Good Evening beverages and foods will be available in grocery stores wherever Beech-Nut products are sold this spring.

Price On average, the suggested retail price of DHA *plus+* products are \$1.29 for beverages, \$0.75 per 4 oz. jar, \$0.88 per 6 oz. jar and \$2.69 per 7 oz. dry cereal box. Good Morning & Good Evening products average \$1.29 for beverages, \$0.54 per 4 oz. jar and \$0.73 per 6 oz. jar. Prices may vary by retailer.

More Information Visit www.beechnut.com or contact Lorie Eigenrauch at 314.552.6783 or leigenrauch@webershandwick.com

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