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**FROM WILD ALASKAN SALMON AND INCREASED DHA OFFERINGS TO VEGGIE JUICE: BEECH-NUT GROWS THE BABY FOOD MENU**

***Beech-Nut launches a series of “firsts” in nutritionally functional foods and beverages for babies***

**Latham, NY, April 2, 2008** - [Beech-Nut Nutrition Corporation](#) is taking infant nutrition to the next level, by offering a variety of “firsts” in nutritionally functional food for the baby aisle which have never been previously offered for baby food in the United States. The innovative all-natural products range from first-of-a-kind yogurt-blend fruit and vegetable juice drinks and new products enhanced with DHA, to dry cereals and jarred food varieties containing ingredients such as muesli, whole wheat and Alaskan wild salmon. In total, 17 new products will be hitting grocery store shelves, each featuring functional benefits for baby that promote healthy digestion, enhance mental and visual development, improve concentration and encourage growth, depending on variety.

“We’re extremely proud to continue our pursuit of innovation in infant nutrition,” said Christoph Rudolf, President and CEO of Beech-Nut Nutrition Corporation. “The introduction of new nutritional innovations in beverages and ingredients such as whole wheat, muesli and seafood brings nutrition to a whole new level for American babies, with more choices than ever before.”

The new juice beverages, jarred foods and dry cereals are extensions of the DHA *plus+* and Good Morning & Good Evening product lines, both introduced by Beech-Nut last year.

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### **Beverages with Functional Benefits**

In an effort to offer parents more nutritious alternatives to regular juice, Beech-Nut has added four new 6-ounce juice beverages to its portfolio, that provide baby with advanced nutrition through added DHA, prebiotics, soluble fiber and whey protein (all with no added refined sugar).

“As a mom, I really appreciate Beech-Nut’s efforts to make infant beverages nutritionally sound,” said Dr. Christine Wood, pediatrician and author of *How to Get Kids to Eat Great & Love It!* “The yogurt blend drink has the benefits of DHA for brain development and calcium for strong bones. The vegetable juice blend helps babies get familiar with the taste of vegetables. Moms can be confident about choosing a healthy drink option in the Beech-Nut beverages.”

The new DHA *plus+* Mixed Berry Yogurt Blends with Juice and DHA *plus+* Tropical Fruit Yogurt Blends with Juice contain DHA (docosahexaenoic acid), an omega-3 fatty acid that supports baby’s mental and visual development, and prebiotics which stimulate the growth of “good” bacteria in a baby’s digestive system while aiding in calcium absorption.

The new Good Morning Chiquita® Banana Juice with Yogurt contains soluble fiber for sustained nutrition throughout the morning, and improved concentration and learning for a good start to the day. And the new Good Evening Veggie Delight Juice beverage contains whey protein to help baby grow throughout the night, as well as prebiotics, which aid in digestion and calcium absorption.

### **Never-Before Baby Foods**

Beech-Nut is also introducing new jarred and dry cereal foods that offer the latest thinking in infant nutrition with advanced nutrition and innovative ingredient combinations. The new Stage 3 DHA *plus+* Sweet Potatoes & Wild Alaskan Salmon product is one example. Made exclusively with Alaskan wild salmon, this variety is the first-ever jarred seafood option for babies and offers the added functional benefits of DHA and prebiotics.

Many of the new foods also contain whole wheat, which is another infant nutrition first in the U.S. Whole wheat provides baby with added fiber, protein and magnesium, to promote healthy digestion, keep baby satisfied and help build strong bones. New whole wheat varieties include Stage-3 DHA *plus+* Whole Wheat Pasta Parmesan, Stage-3 Good Morning Whole Wheat, Oat Bran & Raisins, and Stage-2 Good Evening Whole Wheat Pasta in Tomato Sauce, and Good Evening Whole Wheat with Raisins.

## *Beech-Nut Grows Baby Food Menu – Add two*

The addition of muesli – a combination of oats, whole wheat and fruit – is also unique to the baby food category in America. Primarily found in breakfast food, muesli is high in fiber and offers baby a steady release of energy throughout the morning. New Beech-Nut products containing muesli include Stage 2 Good Morning Muesli with Yogurt & Raisins and Good Morning Muesli with Apples.

Other new jarred food varieties include:

- Stage 3 DHA *plus+* Whole Grain Cereal with Raspberries
- Stage 2 Good Morning Creamy Wheat with Peaches
- Stage 3 Good Morning Rolled Oats with Apples
- Stage 2 Good Evening Sweet Potato & Turkey
- Stage 3 Good Evening Country Vegetables with Beef
- Stage 3 Good Evening Vegetable Turkey Dinner.

The new Beech-Nut DHA *plus+* and Beech-Nut Good Morning and Good Evening products will be on store shelves in spring, 2008. For a list of retailers carrying Beech-Nut products, go to [www.beechnut.com](http://www.beechnut.com) and click on the “Where to Buy” link. Prices may vary by retailer.

The new products follow Beech-Nut’s rich history of dedication to infant nutrition. Beech-Nut introduced the first ever line of baby food with DHA and ARA (arachidonic acid) in the United States in 2002. Beech-Nut baby foods were also first to offer developmental stage-specific varieties and ingredients designed to help parents follow the American Academy of Pediatrics (AAP) feeding guidelines.

Beech-Nut is still the only major baby food brand free of added refined sugar as part of its commitment to babies and their healthy development. All Beech-Nut foods and beverages are all-natural with added vitamins and minerals and its jarred baby foods contain no added salt, starches, or refined sugars.

### **About Beech-Nut DHA *plus+***

All DHA *plus+* foods and beverages contains DHA (docosahexaenoic acid) , an omega-3 fatty acid that supports baby’s mental and visual development and prebiotics which stimulate the growth of “good” bacteria in a baby’s digestive system while aiding in calcium absorption. Introduced in 2007, DHA *plus+* is the first line of baby foods and beverages to offer this combination of functional benefits to infants.

### **About Beech-Nut Good Morning & Good Evening**

Introduced in 2007, the Good Morning & Good Evening line is the first line of dry and jarred foods to offer key ingredients to infants already eating solid baby foods, based on the time of day that they are fed and the associated nutritional needs.

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### *Beech-Nut Grows Baby Food Menu – Add three*

All Beech-Nut Good Morning foods and beverages contain soluble fiber to give baby sustained nutrition throughout the morning for improved concentration and learning and a good start to the day. Good Evening foods and beverages contain whey protein and calcium to help baby grow throughout the night, when he grows most.

#### **About Beech-Nut**

Since 1931, Beech-Nut Nutrition Corporation has been built on a history of innovation and dedication to infant nutrition. Headquartered in Latham, New York, Beech-Nut is the number two leading baby food brand in the United States and is committed to deliver more nutritious choices for parents and babies. As a subsidiary of Hero Group of Lenzburg, Switzerland, a global leader in consumer goods and infant feeding, Beech-Nut is able to combine resources to continuously improve food and nutrition for infants.

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