



# FOODweek

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## Babies get boost

A range of gourmet purees for babies will be launched nationally in Coles and Bi-Lo on December 12.

Babyboost was created by a young mother, Julie van Eps, when she found other products were either frozen, contained additives and preservatives, or had a long shelf life of up to three years.

Van Eps, founder of Boost Foods, conducted 12 months research with an Australian food scientist to create Babyboost, which contains 100% locally grown, natural, premium ingredients.

Babyboost vegetables are pureed then packed in single serve hygienic pouches. The food can be heated in a saucepan for one minute or in a microwave for 20 seconds.

The products have a limited shelf life and contain no imported vegetables, egg, dairy, traces of nuts, soy or gluten.

The range is suitable for babies aged six months plus.

Variants include Pumpkin & Potato; Pumpkin & Sweet Corn; Sweet Potato & Broccoli; Red Lentils & Vegetables; and Carrot & Swede. All are designed to suit delicate palates and retail at \$1.59 per meal, or a little over \$10 for seven meals. When released, they will be ranged in the chiller section.

Van Eps plans to launch more varieties containing meat for older babies and others containing fruit.