

# Best Children's Food Brand

Every parent wants their child to eat well. These mouthwatering ranges ensure mealtimes are both delicious and nutritious

## WINNER

### *Wakey Wakey Breakfast Range Ella's Kitchen from £2.19*

Launched in 2006 by father-of-two Paul Lindley, this funky baby food empire (inspired by his now-teenage daughter, Ella) continues to put the feelgood factor into feeding. Everyone knows that breakfast is the most important meal of the day and, thanks to our champion, you can start your baby's breakfasts the way you mean to go on: nutritious and fun. Serving up porridges and cereals – with the addition of exotic mango, strawberry and banana to expand your baby's taste horizons – the Wakey Wakey range is tasty and convenient. Suitable from first weaning and made from top quality organic ingredients, the easy-to-pour and resealable spouted pouches have colourful and playful packaging to appeal to your child. The products also have no added sugar or salt.

## ALSO HIGHLY COMMENDED

### *Cook With Organix £2.49*

With its "No Junk" promise, Organix provides parents with a wealth of innovative foods. The latest offering is a range of Recipe Bases and Paste Pots to make suppertime easier. Simply add your own fresh elements – for example, cherry tomatoes, basil and mozzarella to the Tomatoey Spaghetti for the authentic flavours of Italy – to the basic savoury dishes to help your child experience different tastes and spices. The range also includes Mild Tikka and Korma, and Mild Green & Red Thai Curry.

### *Miniscoff Organic Meals £3.40*

Husband-and-wife team Angus and Shoo Oliphant acknowledge there are days when you just don't have time to



cook from scratch, so designed their premium range of organic, wholesome dishes for children aged three to eight years. Featuring homecooked staples such as pies of the cottage, shepherd's and fish variety, along with more exotic mildly spiced chilli, all dishes are low in salt, sugar and fat and high in nutrition. There are some gluten-, egg- and dairy-free options, too.

### *Plum Baby from 99p*

Built on a desire to give mothers the confidence to introduce babies to a variety of tastes and textures, Plum uses local organic ingredients wherever possible. Created by mother-of-three Susie Willis, Plum's comprehensive menu of culinary delights, from first tastes – using gluten-free "superfood" quinoa in favour of rice or oats – as well as fruit purées, mini meals and finger foods, is designed to expand your baby's appetite for adventure.