

DEAR BABY

Hi,
I'M YOUR
NATURAL
BABY
FOOD!



OUR HISTORY



1992

Established a company and started production of corn sticks



1998

New product - instant cereals



2004

Founding of polish branch



2008

New product - baby food
HACCP - standard



2015

Modernization and extension of the production area



2018

Expansion on the EU market



2019

New product - healthy snacks



2022

First producer of baby food with organic certificate in Ukraine

MISSION

To produce **natural products that prolong life and happiness** of every person, from infancy (6 months +) to the «golden» age of 99+.



VISION


To make our products **available to all mankind**, through representation in every supermarket on the planet Earth.

Dear Baby Production Line

Dear baby is the most high-tech healthy snacks and baby food production in Easter Europe.

The best equipment is being used for yum-mies production. Manufacture has necessary certificates: HACCP, ISO, BIO, Baby grade certificate. Moreover safeness is guaranteed by restricted EU Declarations of Conformity for equipment.

«Dear Baby» has state-of-art quality and modern design. We using **Innovative technologies provided by warm extrusion**, sensitive coating, and «love» packaging. They allow to preserve useful vitamins and minerals that are so essential for the health of infants and adults. Moreover, for the creation of «Dear baby» products are used **best quality** cereals and freeze-dried fruits which are grew up in special healthy zones of Ukraine.

 Located in Dnipro on the territory controlled by Ukraine.



ADVANTAGES

«**Finest cereals and freeze-dried fruits**» – healthy snacks and breakfasts, miracle kiddy nannies' products of a new generation containing all necessary vitamins and minerals. Delicious taste guarantees that you will want to treat yourselves again and again with them.

Absolute quality. Quality is our passion. We released new kind of «Dear Baby» food and snacks only when the new product has won the blind tasting of any competitors.

Innovation. In production and packaging we use the latest technologies as soon as they appear on the market

Wide range. There are products for every taste of snack and porridge consumers 6 months + till 99+ in the line of the brand.



OUR CUSTOMERS

Core target: active, modern family who primarily care about their health. These are positive people who focus on receiving good emotions and spread the love into the world.

Dear Baby chosen by:

Mother, because she knows what good for her children and for herself to be always in good shape and don't have compromise in taste.

Father, because Superman always need to have handy natural snack for fast recharge.

Kids and Teens who need so much energy, vitamins, and minerals to exploring this wonderful world and share with friend's emotions as far as healthy yummys.

Wide target: people with healthy lifestyle (sugar-free, vegan and so on) , sportsmen (snacks contain high percentage of protein), persons with special treatment of the stomach, seniors (specially lovers of our instant cereals), beer lovers – adore «humor pumps 😊».



POSITIONING

«Dear baby» is the brand for aspiring and developing families with healthy lifestyle. They ready to pay more for natural products that will lead them and their children to perfect wellbeing. «Dear Baby» offers a wide range of products, which are made from the best ingredients according to the author's recipes and using innovative technologies.

Brand values: life balance, healthy lifestyle, perfect wellbeing, antiaging.

Consumption situations: trips, planes, schools, cars, walking, TV matches, computer games, friendly meetings, BBQ (snacks), preschools, parties, playgrounds, yards, social events, handy snack for visiting friends, snack «to go», mountains, gym (high protein snack).



Design & Pack features

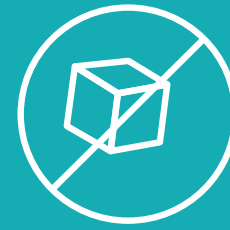




Ideal (size)
for infant hand



Perfect softness
(do not crumble in mouth)



Sugar Free



The natural sweetness



For diabetic people



Vegan



Breakfast for whole family



Naturally low in gluten



Packing with ZIP



FUN: Colouring on the label



Product has a personality



Develops small motor skills

Sales turnover

«Antoshka» – 1st place in sales for 1 year of cooperation, overtook Gerber in the snack group And sales have tripled in a year



Triples sales growth in «Rossman» Poland during 1 year



«Silpo» – sales growth by 1.5 times in 3 months



«Metro», Ukraine



BABY FOOD IS OUR PRIDE

Hi, I'm your natural milk-free baby food !

DEAR BABY instant porridges – suitable for children from 6 months. Our tender baby porridge contains **12 vitamins – A, D, E, C, PP, B1, B2, B6, B12** as well as **folic acid, pantothenate and biotin.**

This is **absolutely 100% natural food.**
We not use gluten, preservatives, dyes, flavorings, palm oil, GMO, sugar and milk.



Our producing lines have food safety certification ISO 22000.

**DEAR BABY -
your baby will be
always in safe!!!**



Can be ORGANIC

Safe and convenient packaging «Doy-pack with zip-lock» provides convenience of storage and using after opening.



BABY MILK-FREE PORRIDGES

 **Miracle Kiddy nannies**



Multi Cereal

INGREDIENTS :

extruded corn,
extruded rice flour,
extruded buckwheat
flour, extruded millet,
vitamin mix (A, D, E, C,
PP, B1, B2, B6, B12, folic
acid, pantothenate, biotin)

Shelf life – 12 months



Corn & Buckwheat

INGREDIENTS :

extruded corn,
extruded buckwheat
flour, vitamin mix
(A, D, E, C, PP, B1,
B2, B6, B12, folic acid,
pantothenate, biotin)

Shelf life – 12 months



Corn

INGREDIENTS :

extruded corn,
vitamin mix (A, D,
E, C, PP, B1, B2,
B6, B12, folic acid,
pantothenate,
biotin)

Shelf life – 12 months



Rice

INGREDIENTS :

extruded rice,
vitamin mix (A, D,
E, C, PP, B1, B2, B6,
B12, folic acid,
pantothenate, biotin)

Shelf life – 12 months



Buckwheat

INGREDIENTS :

extruded buckwheat,
vitamin mix (A, D,
E, C, PP, B1, B2, B6,
B12, folic acid,
pantothenate, biotin)

Shelf life – 12 months

Safe and convenient packaging
«Doy-pack with zip-lock»
provides convenience of storage
and using after opening.

This is absolutely 100% natural food.

We not use gluten, preservatives,
dyes, flavorings, palm
oil, GMO, sugar and milk.



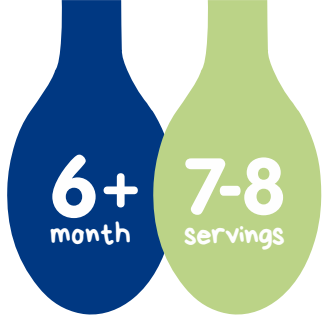
Can be ORGANIC

FOOD BABY

Hi, we are your natural
DEAR BABY food!

DEAR BABY – suitable for children
from **6 months**. Our tender baby porridge contains
12 vitamins – A, D, E, C, PP, B1, B2, B6, B12
as well as folic acid, pantothenate and biotin.

Let's grow
up a happy
and healthy
baby together



FOOD BABY

♥ Miracle kiddy nannies



Cereal + green buckwheat

INGREDIENTS:

extruded corn, green buckwheat flour, vitamin mix (A, D, E, C, PP, B1, B2, B6, B12, folic acid, pantothenate, biotin)

Shelf life – 12 months



Corn + apple and carrot

INGREDIENTS:

extruded corn, natural apple dried powder, natural carrots dried powder, vitamin mix (A, D, E, C, PP, B1, B2, B6, B12, folic acid, pantothenate, biotin)

Shelf life – 12 months



Buckwheat & corn + apple, raspberry and fennel

INGREDIENTS:

extruded buckwheat, extruded corn, natural apple dried powder, natural raspberry dried powder, natural fennel dried powder, vitamin mix (A, D, E, C, PP, B1, B2, B6, B12, folic acid, pantothenate, biotin)

Shelf life – 12 months



Corn&oats + apricot

INGREDIENTS:

extruded corn, oats flour, natural apricot dried powder, vitamin mix (A, D, E, C, PP, B1, B2, B6, B12, folic acid, pantothenate, biotin)

Shelf life – 12 months

Safe and convenient packaging
«Doy-pack with zip-lock»
provides convenience of storage
and using after opening.

This is absolutely 100% natural food.

We not use gluten, preservatives,
dyes, flavorings, palm
oil, GMO, sugar and milk.



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MUESLI

Hi, we are your natural
DEAR BABY food!

Totally natural vitamin masterpieces as your
best reliable friends forever. .

With unconditional
love to the world.

12+
month

7-8
servings

MUESLI



Buckwheat&corn + apple, raspberry

INGREDIENTS:

extruded buckwheat flour, extruded corn grits, natural dried apple pieces, natural dried raspberry powder, natural dried fennel powder, vitamin mix (A, D, E, C, PP, B1, B2, B6, B12, folic acid, pantothenate, biotin)

Shelf life – 12 months



Multi cereal + chamomile

INGREDIENTS:

extruded corn grits, extruded rice flour, extruded buckwheat flour, vitamin mix (A, D, E, C, PP, B1, B2, B6, B12, folic acid, pantothenate, biotin), dried chamomile powder

Shelf life – 12 months

Kiddy sweet dreams



HEALTHY SNACKS

DEAR BABY snack – is very delicious snack, which can be used on a walk, in the trip and like breakfast at school.

Safe and convenient packaging «Craft-pack with zip-lock» provides convenience of storage and using after opening.

Hi, we are your natural DEAR BABY snack !

Ingredients only superfoods: buckwheat, spelt, quinoa, chia, corn, rice. With the addition of natural high-quality cocoa and a complex of 12 vitamins.

This is absolutely 100% natural food. We not use gluten, preservatives, dyes, flavorings, palm oil, GMO, sugar and milk.

DEAR BABY snack - original and unique healthy snack for children.

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Can be ORGANIC



DEAR BABY snack is SUGAR free !!!
We use extract of the STEVIA,
like the natural sugar substitute.

HEALTHY SNACKS



Cocoa with Sweet Stevia

INGREDIENTS:

corn flour, cocoa powder, natural extract of sweet stevia, salt, vitamin mix (A, D, E, C, PP, B1, B2, B6, B12, folic acid, pantothenate, biotin)

Shelf life – 12 months



Cereal mix with stevia

INGREDIENTS:

corn flour, spelt flour, rice flour, cocoa powder, chia flour, natural extract of sweet stevia, salt, vitamin mix (A, D, E, C, PP, B1, B2, B6, B12, folic acid, pantothenate, biotin)

Shelf life – 12 months



Buckwheat & corn with quinoa and Sweet Stevia

INGREDIENTS:

buckwheat flour, corn flour, quinoa flour, natural extract of sweet stevia, salt, vitamin mix (A, D, E, C, PP, B1, B2, B6, B12, folic acid, pantothenate, biotin)

Shelf life – 12 months



Multigrains with chia and Sweet Stevia

INGREDIENTS:

spelt flour, rice flour, chia flour, natural extract of sweet stevia, salt, vitamin mix (A, D, E, C, PP, B1, B2, B6, B12, folic acid, pantothenate, biotin)

Shelf life – 12 months



Raspberry multigrains with Sweet Stevia

INGREDIENTS:

spelt flour, sunflower oil, rice flour, natural dried raspberry powder, chia flour, natural extract of sweet stevia, salt, vitamin mix (A, D, E, C, PP, B1, B2, B6, B12, folic acid, pantothenate, biotin)

Shelf life – 9 months



Apricot multigrains with Sweet Stevia

INGREDIENTS:

spelt flour, sunflower oil, rice flour, natural dried apricot powder, chia flour, natural extract of sweet stevia, salt, vitamin mix (A, D, E, C, PP, B1, B2, B6, B12, folic acid, pantothenate, biotin)

Shelf life – 9 months



Carrot + pumpkin multigrains with Sweet Stevia

INGREDIENTS:

spelt flour, sunflower oil, rice flour, natural carrots dried powder, natural pumpkin dried powdered, chia flour, natural extract of sweet stevia, salt, vitamin mix (A, D, E, C, PP, B1, B2, B6, B12, folic acid, pantothenate, biotin)

Shelf life – 9 months

We are your healthy breakfast!

Balls give the child the pleasure of breakfast and a charge of energy for the whole day.

100% natural, gluten-free, preservatives, dyes, flavorings, palm and other oils and products from GMOs, sugar, milk.



Can be ORGANIC

HEALTHY BREAKFAST

 Organism strength
alarm clocks



Rice balls with natural cocoa

INGREDIENTS:

rice, oatmeal,
cocoa powder,
natural stevia
extract

Shelf life – 12 months



MIX balls

INGREDIENTS:

corn balls (corn grits,
natural stevia extract),
rice balls (rice grits, oatmeal,
natural stevia extract),
rice balls with cocoa (rice grits,
oat flour, cocoa powder,
natural stevia extract)

Shelf life – 12 months



Balls with amaranth

INGREDIENTS:

buckwheat, corn grits,
amaranth flour, millet grits,
natural stevia extract

Shelf life – 12 months

Can be ORGANIC

HEALTHY CRISPBREAD

👍 Tonus drivers

Will be available from 2024



with tomato and basil

INGREDIENTS:

spelt flour, natural dried tomato powder, natural dried basil powder

Shelf life – 12 months



of pumpkin and flax seed

INGREDIENTS:

corn flour, corn flour, buckwheat flour, vitamin mix (A, D, E, C, PP, B1, B2, B6, B12, folic acid, pantothenate, biotin), crushed pumpkin seeds, crushed flax seeds

Shelf life – 12 months



with chia and vitamins

INGREDIENTS:

organic corn grits, organic corn grits Extra, organic corn flour, organic chia grits, organic chia flour, vitamin mix (A, D, E, C, PP, B1, B2, B6, B12, folic acid, pantothenate, biotin), salt

Shelf life – 12 months

Can be ORGANIC

SNACKS-LIGHTERS

General nutrition product

😊 Humor pumps



with ripe tomato

INGREDIENTS:

corn grits, quinoa, amaranth, natural dried tomato with paprika powder, sunflower refined deodorized oil, guarana extract

Shelf life – 9 months



with rich cheese

INGREDIENTS:

corn grits, quinoa, amaranth, natural dried Cheddar cheese powder, sunflower refined deodorized oil, guarana extract

Shelf life – 9 months



Can be ORGANIC

WE ARE FLEXIBLE



Yes, we do
«Private Label»



We can propose «other»
way of packing



As well as variety
of shapes

WE ARE GROWING

Healthy crispbread.

Baby Pasta

Baby Vermicelli

Baby snack (freeze - dried) drops

Chocolate-hazelnut spread (sugar free).

Baby Galette

Breakfast in play forms :) (stars and hexagons)

Healthy snacks 12+ - high proteined

Porridge for teens and adults - «strong health»!

Soft crispbread for teens and adults with flax seeds and green buckwheat.



Logistic information

NAME of PRODUCT	PICTURE of PRODUCT	WEIGHT of pack	SIZE of package, mm	PACK in BOX	BOXES on PALLET	PACKAGES on PALLET	SHELF LIFE, months
DEAR BABY MILK-FREE		200 g	280x180x7	20	56	1120	12
DEAR BABY ORGANIC		200 g	280x180x7	20	56	1120	12
DEAR BABY MUESLI		200 g	280x180x7	20	56	1120	12
DEAR BABY SNACKS		25 g	270x190x9	18	56	1008	with fruit 9 cereals 12

Logistic information

NAME of PRODUCT	PICTURE of PRODUCT	WEIGHT of pack	SIZE of package, mm	PACK in BOX	BOXES on PALLET	PACKAGES on PALLET	SHELF LIFE, months
<p>DEAR BABY HEALTHY BREAKFASTS</p>		<p>150 g</p>	<p>270x190x9</p>	<p>15</p>	<p>56</p>	<p>840</p>	<p>with fruit 9 cereals 12</p>
<p>SNACKS- LIGHTERS</p>		<p>80 g</p>	<p>270x190x9</p>	<p>15</p>	<p>56</p>	<p>840</p>	<p>12</p>
<p>HEALTHY CRISPREAD</p>		<p>Will be available from 2024</p>					