

# Only Organic

PRESENTATION  
MAY 2014



# BENEFITS



- Delivers new and innovative products to the category.
- Certified organic by AsureQuality New Zealand.
- Drives incremental growth and usage.
- Only Organic is the only company to self manufacture pouch and glass babyfood products in Australasia marketplace.
- Only Organic holds a 34.1% share of organic babyfood in Australia.
- Only Organic holds a 65.9% share of Organic babyfood in New Zealand.
- The New Zealand market has experienced massive growth of pouch products, which now holds a 29% share of wet baby food and will trend analysis indicates that it will become the favoured pack type over the next 12 months.
- Delicious flavours with increased gluten free choices will bring new users into the category.
- OHbaby! Magazine 2011 awards, Only Organic Gold Award Winner of the Best Baby Food Brand.
- OHbaby! Magazine 2011 awards, Only Organic Gold Award Winner of the Best Baby Teething Rusk.
- OHbaby! Magazine 2012 awards, Only Organic Gold Award Winner of the Best Baby Food Brand.
- OHbaby! Magazine 2012 awards, Only Organic Gold Award Winner of the Best Baby Teething Rusk.
- Australian Mother & Baby Magazine 2012 Awards, Gold Award Winner Baby Food Range of the year.
- Australian Mother & Baby Magazine 2013 Awards, Finalist Waiting For Awards Night October 2013
- Peekaboo Magazine, Best Baby Food Range – WINNER – Only Organic
- My Child Excellence Awards 2013, Only Organic Gold Award Winner of the Best Eco-friendly Product Award.
- My Child Excellence Awards 2013, Only Organic Silver Award Winner of the Favourite Baby Food Range Runner-up!
- Kidspot Best of Award for 2013, Only Organic Gold Award Winner of the Best Baby Food.
- Only Organic Facebook campaign promoting Share a Sample, new product launch and free giveaways.

# GOURMET POUCHES

## Convenient Organic

- sweet potato mango & quinoa
- pear purple carrot & quinoa
- banana, kumara & quinoa
- carrot pumpkin & apple
- sweet potato & apple
- banana & apple
- pear & mango
- apple peach & apricot
- banana blueberry & quinoa
- cauliflower broccoli & cheddar
- wild rice risotto & spring lamb
- pear banana & apple
- apple banana & mango
- carrots red lentils & cheddar
- minted peas blackcurrant & lamb
- banana, raspberry & vanilla
- banana berries & yoghurt
- chocolate custard



## Sales Rationale

- Certified organic.
- Introduce consumers to organic pouch.
- Ready to serve/go.
- Ideal nutrition solution for baby, great taste and BPA free.
- Only Organic NEW gourmet organic vegetarian recipes contain nutrient rich root vegetables, organic fruit and protein packed quinoa. Super smooth puree ideal for babies learning to eat.
- Only Organic NEW ready to eat superfood breakfast is a delicious combination of bananas blended with natural antioxidants from blueberries and supergrain quinoa.
- Quinoa is good for babies as it is a complete protein and contains all 9 essential amino acids.
- Quinoa is high in fibre and is naturally gluten free making it easy for babies to digest.

# GOURMET POUCHES 120g



Recommended additional range:

- sweet potato mango & quinoa
- pear purple carrot & quinoa
- banana, kumara & quinoa
- carrot pumpkin & apple
- sweet potato & apple
- pear & mango
- banana & apple
- apple peach & apricot
- banana blueberry & quinoa
- wild rice risotto & spring lamb
- cauliflower broccoli & cheddar
- pear banana & apple
- apple banana & mango
- mango custard
- vanilla bean custard
- mango & yoghurt brekkie
- minted peas blackcurrant & lamb
- carrots red lentils & cheddar
- banana, raspberry & vanilla
- banana berries & yoghurt
- chocolate custard



# POUCH SERVING SPOONS

Recommended additional range:

- pouch serving spoons

front



back



WARNING: Before use, remove and discard all packaging materials appropriately. NEVER leave child unattended while feeding. ALWAYS use with adult supervision. Make sure spoon is properly attached to food pouch before using it. DO NOT microwave. The components of this product are not toys. DO NOT ALLOW children to play with them.

## Sales Rationale

- Convenient one handed feeding solution.
- Dispenses babyfood one mouthful at a time.
- Great for mums who are out and about.
- Removes the mess from mealtimes.
- BPA free.
- Phthalate free.
- PVC free.
- Two pouch spoons in a convenient re-useable travel case.
- Travel case and spoons manufactured and packed in a certified food grade sterile packing facility.
- Only Organic Pouch Serving Spoon fits any babyfood pouch in the marketplace.
- Top shelf Dishwasher safe.
- Shelf ready displayer shipper of 6 with product inserts for ease of retailing.
- Pouch Serving Spoons displayer shipper is the same height as Only Organic pouch shippers.

# FIRST FOOD JARS 110g

## Baby's First Foods

- pear & rice cereal
- kumara sweetcorn & baby rice
- pumpkin & wild rice
- purely pear
- orchard apple
- apple custard



## Sales Rationale

- Smooth texture perfect for babies learning how to eat.
- Affordable entry point.
- Gluten free, no added sugar, low allergen ingredients.
- 4+ month age group.

# FIRST FOOD JARS 110g



Recommended  
additional range:

- pear & rice cereal
- kumara sweetcorn & baby rice
- pumpkin & wild rice
- purely pear
- orchard apple
- apple custard

# SECOND FOOD JARS 170g

## Baby's Second Foods

- fruit muesli
- golden fruit porridge
- pumpkin potato & beef
- pasta bolognese
- tender beef & vegetables
- vegetable risotto
- mango banana bliss

## Baby's Third Foods

- chicken bolognese
- vegetable & chicken risotto
- vegetable lasagne
- peach mango sunset
- creamy rice pudding



## Sales Rationale

- Certified organic.
- 6+ and 9+ month age groups.
- Strong growth in organic savoury jars.
- Fork mashed texture only available in jars not pouch, crucial for babies chewing & swallowing development.
- New contemporary recipes.
- Baby savoury meals full of nutritious ingredients.
- Comfort food at its best, our vegetarian lasagne is full of organic vegetables, pasta & delicious cheesy sauce.
- Calcium rich creamy rice pudding made from organic whole milk, vanilla, wholegrain rice, sultanas & sugar.



## SECOND FOOD JARS 170g



Recommended additional range:

Baby's Second Foods

- fruit muesli
- golden fruit porridge
- pumpkin potato & beef
- pasta bolognese
- tender beef & vegetables
- vegetable risotto
- mango banana bliss

Baby's Third Foods

- chicken bolognese
- vegetable & chicken risotto
- vegetable lasagne
- peach mango sunset
- creamy rice pudding

# FINGERFOOD 100g

Teething Rusk

6+ months

- teething rusks



## Sales Rationale

- Certified organic.
- Offers consumers an organic choice for first foods in baby's development.
- Iron enriched for baby's healthy development.
- No added sugar.
- 6 twin packs.
- SFP units of 6.
- OHbaby! Magazine Gold Award Winner 2011 & 2012 of the Best Baby Teething Rusks.

# FINGERFOOD 40g

Mini Rice Cakes

8+ months

- apple mini rice cakes
- carrot & apple mini rice cakes
- blueberry & purple carrot mini rice cakes



## Sales Rationale

- Certified organic.
- Organic wholegrains.
- Product innovation to meet growing demand for healthy toddler snacks.
- Iron enriched.
- We have taken organic wholegrain rice with all the goodness this brings and created a hand sized rice cake for your growing baby to enjoy.
- Mini Rice Cakes are made from the goodness of puffed organic brown rice and are naturally sweet.
- Blueberry & Purple Carrot Mini Rice Cakes are made from organic brown rice, organic blueberry, red beet, purple carrot and apple.
- Carrot & Apple Mini Rice Cakes are made from organic brown rice, organic apple and carrot.
- Apple Mini Rice Cakes are made from the goodness of puffed organic brown rice and are naturally sweet.



# FINGERFOOD 40g

Recommended additional range:

- apple mini rice cakes
- carrot & apple mini rice cakes
- blueberry & purple carrot mini rice cakes



1-5 years

Big Me™

Only  
Organic™

The 'Big Me' name is aimed  
at little kids who are  
itching to grow up  
big & strong &  
healthy

just like Mum & Dad.

Every child reaches the point  
where they want to be bigger  
and explore more grown - up  
types of food with different  
tastes & textures.

'Look how big I am now Mum!'



It's all  
about not  
being a 'baby'  
anymore





# 'BIG ME' KINDY RICE CAKES 60g

## Big Me Snacks

- strawberry yoghurt kindy rice cakes
- yoghurt kindy rice cakes



## Sales Rationale

- 'Big Me' strikes the right balance for consumer demand for taste, convenience and health for mother and child.
- Only Organic 'Big Me' rice cakes that extend to adult snacking.
- Wholegrains are increasingly important as a healthy diet.
- Shelf ready display unit of 5 packs.
- Our yummy kindy rice cakes are created by gently puffing grains of wholegrain rice, then coating the tops in delicious organic strawberry & yoghurt.
- Kindy rice cakes will need to be shipped in a chilled reefer container.

# 'BIG ME' KINDY RICE CAKES 60g



Recommended additional range:

- strawberry yoghurt kindy rice cakes
- yoghurt kindy rice cakes

# 'BIG ME' KINDY STICKS 60g

## Big Me Snacks

- banana kindy sticks



## Sales Rationale

- Certified Organic.
- Wheat free.
- Packed full of organic fruit & grains.
- Ideal nutritious snack.
- Only Organic Big Me bring together the very best organic ingredients to give growing kids snack-sized bursts of fun.
- Our Kindy Sticks are made in small batches from the finest organic ingredients and are slow baked to create soft style sticks that your children will love.
- Our Big Me Kindy Sticks are the perfect size and shape to practice hand to mouth co-ordination and will help to exercise the cheek and tongue muscles for later speech development.

# 'BIG ME' KINDY PASTA 250g

Big Me Pasta:

- zoo kindy pasta



## Sales Rationale

- Certified Organic.
- Organic wholegrains.
- Product innovation to meet growing demand for healthy toddler meals.
- We have taken organic wheat with all the goodness of organic veggies for your growing child to enjoy.
- Original, inviting, cheerful. With their imaginative shapes, Zoo Kinky Pasta brings to the table the most pleasant and entertaining surprise. For children and adults alike the idea is to personalise each occasion and make fond memories.
- The quality of the raw materials gives Kinky Pasta a characteristic rich flavour, firmness in cooking and ideal ridges to hold any kind of sauce.

# 'BIG ME' KINDY PASTA SAUCE 150g

Big Me Pasta:

- roasted tomato & basil  
kindy pasta sauce



## Sales Rationale

- Certified Organic.
- Made in New Zealand.
- Organic veggies.
- Product innovation to meet growing demand for healthy toddler meals.
- A quarter of all kids under 10 years eat pasta at least once a week.
- Pasta sauce engages with mothers eye whilst shopping and offers a guilt free meal option.
- Kindy pasta and sauce range will be marketed as Component Cooking.
- Cook at home.
- Convenient.
- Nutritious.



# FACEBOOK FOLLOWERS New Zealand



The cover photo features the Only Organic logo on the left, a central image of two fruit puree pouches (banana & apple, pear & mango) next to fresh fruit, and the text "Our tasty fruit purées are perfect first foods" on the right.

**Only Organic New Zealand**  
15,642 likes · 241 talking about this

✓ Liked   ✓ Following   Message   ⚙

Food/Beverages

We make the best tasting pure food for babies and children using delicious certified organic ingredients. [www.onlyorganic.co.nz](http://www.onlyorganic.co.nz)



About – Suggest an Edit

**Only Organic New Zealand**  
January 9 · 4h

It wouldn't be a kivi summer without the odd downpour, but here's a delicious (and so easy) gingerbread man recipe which will entertain kids on a wet day:  
<http://www.foodnaminate.co.nz/Recipes/Gingerbread-Men>



Like · Comment · Share

13 · 1

**Only Organic New Zealand**  
January 7 · 4h

50 Kindy Pasta Packs to be won - last chance to enter! Competition closes at midday Wednesday 8 Jan. Enter here: <http://bit.ly/winonlyorganicNZ>



Like · Comment · Share

364 · 24 · 2

**Only Organic New Zealand**  
January 6 · 4h

Monday Quote

"What it's like to be a parent: It's one of the hardest things you'll ever do but in exchange it teaches you the meaning of unconditional love."  
— Nicholas Sparks, The Wedding



Like · Comment · Share

68 · 2

**Only Organic New Zealand**  
January 30 · 4h

We've got a great new competition - our custard range starts from 4 months and is loved by toddlers and school kids. We have 50 custard packs to give away - enter here: <http://www.winonlyorganic.co.nz/>



Like · Comment · Share

219 · 42 · 14

# FACEBOOK FOLLOWERS Australia



**Only Organic Australia**  
27,292 likes · 355 talking about this

✓ Liked

✓ Following

Message



Food/Beverages

We make the best tasting pure food for babies and children using delicious certified organic ingredients.  
[www.onlyorganic.com.au](http://www.onlyorganic.com.au)

About – Suggest an Edit



Photos



Pinterest



Win Only Organic



Likes

**Only Organic Australia**  
February 29 · 1h

Little Maisiey super excited to receive her Only Organic online order! 🍎



Like · Comment · Share

94 people like this.

**Only Organic Australia**  
March 3 near Pamela · 1h

Gorgeous Pearl straight out of bed and off to swimming lessons. Only Organic on the go! 🍎



Like · Comment · Share

18 people like this.

**Only Organic Australia**  
February 27 · 1h

Only Organic Asks: What's your little ones favourite story?



Like · Comment · Share

21 people like this.

**Only Organic Australia**  
November 5, 2012 · 1h

Have you tried our Only Organic Smart Spoons? They are so easy to use - simply screw onto our Only Organic pouch and squeeze to dispense babyfood one mouthful at a time! — with Ratna Nana.



Like · Comment · Share

134 people like this.

thank you

Only Organic

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