

Trend Trail: Fit for Kids

Use me to guide you through the show and discover some of the innovative Fit for Kids products being showcased at IFE 2017.

Pick
me up

Annabel Karmel, Founder and CEO of Annabel Karmel Group Holdings, examines the infant feeding category and discusses the growing trend for products that are 'Fit for Kids'...

"For baby and toddler, only the best will do. Despite cutting costs in other areas, **parents remain reluctant to compromise** on the quality of the food they give to their little ones. This has insulated the infant feeding category more than many other markets. However, with strong competition in the infant feeding category, brands are pushing beyond the boundaries of the baby aisle into dairy and chilled ready meals to keep mums and dads locked into the category for longer.

With the long term decline in the time people have available to prepare a meal, **the frozen ready meal category was up 2.1% YOY** and now back in consistent growth with more aspirational brands entering the market.

NPD and innovation, backed by value, have been instrumental in growing the frozen food category. With this in mind, we applied the need for **quick and healthy food options** to the Infant Feeding Category in 2016 with the launch of a nutritionally balanced ready-to-go frozen range for toddlers and children. 'Annabel's Favourites' is a collection of my best-loved cookbook-inspired recipes: Mummy's Fish Pie, Chicken, Tomato & Mascarpone Pasta, Tasty Beef Cottage Pie and Hidden Veggie Bolognese.

Counting towards a child's 5-a-day, the 200g meals are made with British beef and responsibly sourced fish, and contain **no artificial additives or preservatives**. The range is low in salt and has received further accreditation from leading Registered Dietician and Consultant Nutritionist Sarah Almond Bushell.

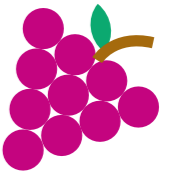
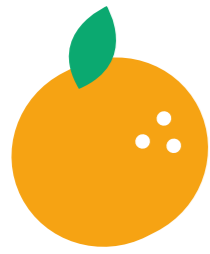
My 'locked in goodness' range is backed up by research which suggests there is a strong market for frozen. The recent independent study found that **85% of parents would consider choosing a pre-prepared frozen meal** for their child if they knew it was nutritionally balanced. Strong importance was also placed on being reassured on the natural freezing process and having brand trust.

Demand for balanced go-to solutions for busy days continues to grow. We know that mums are comfortable with frozen food; they just need added reassurance that pre-prepared meals can be just as nutritionally balanced and fresh."



Annabel Karmel
Founder and CEO
Annabel Karmel Group Holdings





Floor Plan

Plan your route



Exhibitor	Stand	Pavilion (if applicable)	Section
Migro - FA Corporate Limited	S2720		Grocery
AHT Trading e.k	S2800		Grocery
Korhan Pazarlama Ve Dis Ticaret A.S.	S3304/e	Selten Ulus Fuar Ve Aks Tic Ltd Sti	Grocery
Biogami	S3504/m	Lithuanian Agricultural & Food Market Reg Agency	Grocery
Nom Noms World Food	S3523		Grocery
Tooty Fruity	S3556		Grocery
Bonne Maman	S3710		Grocery
Caterers Choice Limited	S3714		Grocery
MAES HONEY INT., S.L.	S3819		Grocery
Weifang Sunshine Food Co.,Ltd.	S4304/d	Beijing Center for the Promo of Int'nl Trade	Grocery
Nim's Fruit and Veg Crisps	N3124		Great British & Irish Food
Claudi & Fin	N2922		Great British & Irish Food
Lickalix	N2839		Great British & Irish Food
for aisha baby food	N2800		Great British & Irish Food
Buttermilk	N2742		Great British & Irish Food
Blackfriars Bakery	N2638		Great British & Irish Food
Quibbles	N3000		Great British & Irish Food
BKD London LTD	N2380		Artisan Market
Ginger & Parsley	N2379		Artisan Market
The Urban Cordial Company	N2377		Artisan Market
Adonis Smart Foods Ltd	N2352		Artisan Market
Elsdorfer Molkerei und Feinkost GmbH	N2528		Cheese and Dairy
Pip Organic	N2436		Health & Wellbeing
Wild Plains Foods	N2327		Health & Wellbeing
Bio-tiful Dairy Ltd	N2323		Health & Wellbeing
The Food Doctor	N2306		Health & Wellbeing
Annabel Karmel	N2248		Health & Wellbeing
Wellivo - Jolly Snacking	N2274		Producers Market
Abakus Foods	N2263		Producers Market
What A Melon - Watermelon Water	N2211		Drinks
Radnor Hills Ltd	N2127		Drinks
Your Green Drinks Company Ltd	N2126		Drinks
Appley Goodness	N2120		Drinks
Go Fruselva	N2104		Drinks
Elite Naturel Organik Gida San. Ve Tic. A. S.	N2051		Drinks
J.F.Rabbit	N2039		Drinks
The Berry Company	N2034, N2032		Drinks
AQUA Carpatica.	N2031		Drinks
Tulip International Inc.	N2030		Drinks
Shaken Udder Ltd	N2013		Drinks
Natural Beverage Co. Ltd	N1928		Drinks
NDF General Trading LLC	N1821		Bakery
Stoats	N1645		Snacks & Confectionery
Best Food Company	N1635		Snacks & Confectionery
Boka Food	N1530		Snacks & Confectionery
SnackTree	N1446		Snacks & Confectionery
FPH Paula Sp. z o.o. Sp. K.	N1617		Ingredients
Berrico Food Company BV	N1502		Ingredients
Helios Ingredients Ltd	N1500		Ingredients