



Must Have!

Best Weaning Item

At birth, your baby has a natural supply of iron but by 4-6 months, it begins to decline, so more is needed. Heinz Baby's First Cereal is an important first food because it helps boost your baby's iron levels.

Choose a sensible time of day when you are feeling relaxed and have plenty of time, perhaps after baby's morning feed. Breast or bottle-feed baby first, then offer a small amount – approximately ½ teaspoon of Heinz Rice Cereal mixed with baby's regular milk. It should be a very runny consistency. Gradually thicken consistency when baby becomes used to texture. Don't worry if baby spits the food out at first, because it is really getting your baby used to taking food from a spoon.

Trouble-Free Transition to Solids

Start off with a single ingredient. This way, your baby will learn to appreciate each new taste and texture. You will also be able to easily identify any food allergies. HEINZ Fruity Apple contains no preservatives, no added colors and no added flavours, thus making it an excellent first item to start your baby on.



Heinz Winning Recipes

The Heinz Mum's Recipe range of food was developed in the kitchens of Mum's across Australia for Mum's just like you! Here's how it works. Each Heinz Mum's Recipe variety is inspired in the kitchen of an Aussie Mum. Then each recipe is reviewed by a panel of baby food experts including a Paediatric Nutritionist, Dietitians, Registered Nurse and Home Economist and some slight modifications to the recipe are made. These modifications ensure each variety is nutritionally balanced and uses the correct texture and tastes that are just right for your baby's age and stage of development.



Mum's Choice!

Mum's Recipe range has been created for 2 age groups – babies 7-9 months which feature a red label on the jar and babies 10-15 months which is a green label. Like all Heinz baby food, each variation has just the right texture and consistency for that particular age and stage of development. Naturally all Heinz Mum's Recipes varieties have the The Pure Start® guarantee - the program designed to guarantee the freshness, quality and safety of all Heinz Baby food.



Constipation Woes?

Once your baby starts on solids, constipation problems may arise. Certain food types tend to produce firmer stools while others make stools softer. By balancing the diet, you can often keep the stools comfortably mid-range. If the stools are still too firm, juice is the gentlest medicine to soften them up. Apple juice twice a day is a good bet. If this doesn't work, prune juice is even better. Heinz Baby's Own Apple & Prune Fruit Drink is an excellent choice. It is diluted and ready to drink, thus ideal for travelling as well. Not only does it aid constipation, it is an excellent source of Vitamin C and contains no added sugar.



Yummy Dessert Treats

Every child needs a special treat. Heinz Summer Fruits Gel is the perfect substitute for sugar packed jellies that kids enjoy. It is also gluten, milk and egg free, thus making it suitable for most kids. Use it as a topping to home-made birthday cakes or eat plain with chopped fruits for older kids.



Editor's Pick!

Nutritious Snack Ideas

Snacks are important as they provide your child with all the energy necessary for playing and learning. However, snacks should be small and timed so that they do not interfere with meals.

Heinz Cheesy Bread Sticks are wrapped in pairs for convenience and freshness. It is the perfect nutritious snack for your little one! If a dip is preferred, simply serve with HEINZ Strawberry Yoghurt Dessert.

Heinz Organic Range

Heinz organic foods use only fruits, vegetables and meat that are grown/reared under certified organic conditions.

Organic food production is based on a system of farming that simulates natural ecosystems, maintains and replenishes the fertility of the soil.

Heinz organic foods are certified by a body that carefully inspects farm fields and processing facilities, testing soil and water, reviewing procedures to make sure growers and handlers are meeting strict standards.

Savoury and dessert range both available.

100% organically grown and processed



If it's Heinz, it must be good



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