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BIOFACH2018

into organic



BIOFACH 2018: “Meet the newcomers”

Little Leaf: New – baby food from the refrigerated section

Children increase innovation potential: After the birth of her daughter, catering specialist Sandra Peralta developed a concept for fresh and tasty baby foods under the brand Little Leaf.

Should I use bottled baby food or cook it myself? This is a question many young parents ask themselves. Unlike other countries alternatives to the classic bottled food are very rare in Germany, however. Newcomer Ms Peralta therefore used high pressure in the truest sense of the phrase to create a solution. Her baby food is non-perishable and keeps a long time thanks to the high pressure processing (HPP) it undergoes. This high pressure processing is also carried out using pressure instead of heat. “Little Leaf is one of the first baby foods made in Germany that is non-perishable thanks to this process,” Ms Peralta explained proudly. The food, which is for babies aged five months or older, primarily stands out from other products because of its flavour and freshness.

Ms Peralta has a wealth of experience to fall back on when realizing her ideas, having founded the Munich-based company Sorella Catering back in 2002 when she was still at university doing her business administration degree. “Together with a young team of chefs and service staff, I place great value on fresh, high-quality and untreated foods and natural flavours,” she said.

By launching her new Little Leaf concept, she wants to give parents the opportunity to feed their children fresh and tasty food, even when they don't want to cook themselves. The special high pressure processing preserves the ingredients' natural flavours and also the vast majority of their vitamins and other nutrients. The product is aimed at the nutritionally aware target group of parents aged between 30 and 40.

Little Leaf will be one of the exhibitors in the Pavilion for Young Innovative Companies. This pavilion is being supported by the German Federal Ministry for Economic Affairs and Energy (BMWi) and is aimed at newcomers and start-ups based in Germany. 20 companies altogether will be presenting products there in hall 9 at BIOFACH, the World's Leading Trade Fair for Organic Food (www.biofach.de), which takes place from 14 to 17 February 2018.

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