



KEWPIE



Your baby's first encounter  
with **good tasting food** is  
very important.

Kewpie's  
"Nurturing Baby Food"



# Good tasting food nurtures something very important...



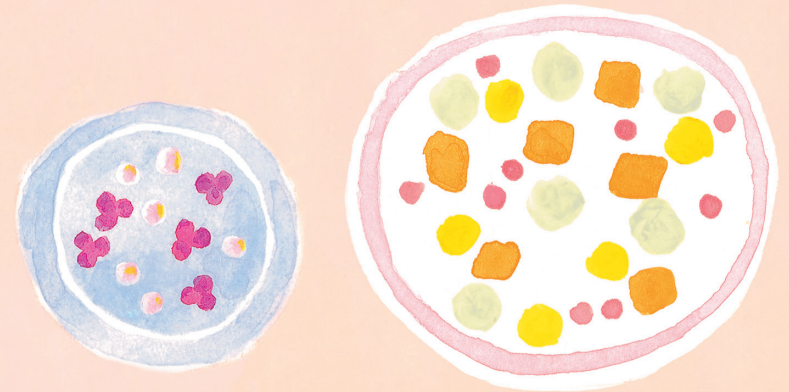
## “Good Taste” is the foundation of growth.

Baby food is the first chance for your baby to taste a delicious meal. This food becomes the foundation of his growth. “Provide babies safe and delicious food” — that is the common passion which Kewpie and mothers share. Kewpie is manufacturing baby food, wishing babies’ healthy growth... just like every mother.

## The sense of taste nurtures the healthy body and mind.

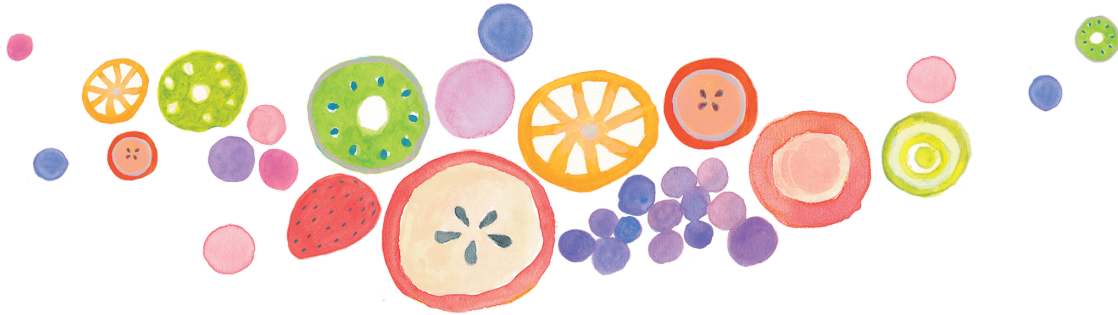
Tasty baby food develops baby’s taste buds. By making great use of ingredients’ natural flavor, Kewpie prepares delicious and delicately flavored baby food, hoping babies would start to enjoy eating.

Baby food nurtures babies’ healthy mind and body. That’s why Kewpie considers baby food as the “nurturing food.”



## Babies develop chewing skills by eating baby food.

Through eating baby food, babies practice chewing. Chewing food properly is one of the fundamental factors of a healthy lifestyle and healthy growth. "To encourage baby's chewing training" is one of the reasons why we are making careful considerations to the textures and the sizes of the ingredients.



## Babies enjoy eating with their eyes as well.

Kewpie also values the appearance of the products. We make our baby food colorful and appetizing with the natural colors of the ingredients.

## Baby food forms the emotional bond between a baby and his family.

When a baby smiles, mom and dad smile back.

When mom and dad smile, a baby smiles back.

The time spent eating a delicious meal together develops a bond between a baby and his family.

The healthy body, the kind heart, and the strong family bonding nurtured in the childhood would be a baby's life time treasure.

Delicious meal is the lifetime gift that parents can give to their baby.







# Guidelines to feed your infant baby food

Supervising Editor: Ms. Chiharu Tsutsumi (Doctor in Health Studies, National Registered Dietitian)  
The "weaning period" is the transitional stage from feeding breast milk or formula to feeding meals for small child. It's very important to encourage babies' independence by stimulating their eating functions and appetites.



## Start of the Weaning period

## End of the Weaning Period

	At 5-6 Months Old	At 7-8 Months Old	At 9-11 Months Old	At 12-18 Months Old
<b>Suggested number of meals</b>	Meals once a day → twice a day	Meals twice a day	Meals 3 times a day	Meals 3 times a day
<b>Method of feeding</b>	Depending on your baby's development, start with one spoon per day. Continue giving your baby as much breast milk or formula as he wants.	Your baby can now get into a rhythm with eating two meals a day. Gradually increase the variety of ingredients, letting your baby enjoy different tastes and textures.	Encourage your baby to have 3 meals a day, making a rhythm of meals. Have an enjoyable mealtime with the family.	Keep up the routine of 3 meals a day as part of your baby's daily life. He will start to enjoy eating by himself using fingers.
<b>Aims for the meal:</b>	Food should be well mashed and smooth (texture similar to yoghurt). 	Food should be smooth enough that your baby can mash it with his tongue (texture similar to tofu). 	Food should be soft enough that your baby can mash using his gums. (texture similar to banana). 	Food should be soft enough that your baby can chew with his gums (texture similar to meatballs). 
<b>Appropriate texture:</b>				
<b>Suggested amount for each serving:</b>	<p><b>I</b> Grains (g) Start with smooth baby porridge.</p> <p><b>II</b> Vegetables, fruits (g) Also, try some mashed vegetables.</p> <p><b>III</b> Fish (g), Once your baby has got used to these, try some mashed tofu or mashed white fish, etc. </p> <p>or Meat (g), or Tofu (g), or Egg (hard boiled), or Dairy (g) products</p>	<p>Rice porridge 50~80 g</p> <p>20~30 g</p> <p>10~15 g</p> <p>10~15 g</p> <p>30~40 g</p> <p>Egg yolk 1~1/3 whole egg</p> <p>50~70 g</p>	<p>Rice porridge 90 g, soft rice 80 g</p> <p>30~40 g</p> <p>15 g</p> <p>15 g</p> <p>45 g</p> <p>1/2 whole egg</p> <p>80 g</p>	<p>Soft rice 90 g, rice 80 g</p> <p>40~50 g</p> <p>15~20 g</p> <p>15~20 g</p> <p>50~55 g</p> <p>1/2~2/3 whole egg</p> <p>100 g</p>

Guidelines for growth rate  
Enter your baby's weight and height into the pediatric growth charts, and find out if he is on the growth curve or not.  
\*Referred from Japanese Ministry of Health, Labour & Welfare Guidelines 2007 on breastfeeding and weaning.

\*The quantities given above are just suggested amounts. Adjust the meal portions depending on your baby's appetite, growth rate, and development.

## Infant feeding guidelines

At the **5-6** months stage

\*The age given here is just a guideline; it differs with each baby.

### Baby's Development

Your baby will be rolling over and grasping things in his hands.



Your baby may have some front teeth by then, but he can't chew yet.

Your baby will want to play with you.

## Start from one spoon of baby food.



Up until now, you've been feeding your baby breast milk or formula milk. Now it's time to start feeding your baby some baby food. It would be a completely new experience for you and your baby, so relax and enjoy this together. Feed baby food to your baby once a day for a month, then increase it to twice a day.

An example of baby food a baby of this age can chew:



It should be well mashed and smooth. (texture similar to yogurt)

## Cooking Tips:

- 1 Cook food until it becomes like a thick soup.
- 2 Try to utilize the ingredients' natural flavors when cooking.
- 3 Serve food at body temperature, so that it's easier for your baby to eat.

## Menu Tips:

- 1 Start with 1 spoon of rice porridge, which is easily digested.
- 2 Once your baby is used to this, add some vegetables.
- 3 Add protein such as white fish from 1 month after the starting of baby food.

## Mealtime Tips

### Put the spoon on your baby's lower lip.

Scoop a little amount of the baby food with the tip of the spoon, and gently place it onto your baby's lower lip. Wait for him to take in the food with his upper lip. If your baby doesn't close his mouth, gently push up his lower jaw.



### Gently take the spoon out of the mouth in a horizontal direction.

Once your baby has closed his mouth, take out the spoon in a horizontal direction. He may push out the food with his tongue, but don't panic. Just scoop it up and give it to him again.



### Don't press the spoon to the baby's upper lip or upper jaw.

Your baby can't practice taking in and swallowing the baby food if you press it to his upper lip or upper jaw.



### Don't insert the spoon deep into your baby's mouth.

This would interrupt your baby from learning how to use his lips and tongue to take in the food. Also, the risk of harming the throat with the spoon increases.



## Infant feeding guidelines

At the **7-8** months stage

\*The age given here is just a guideline; it differs with each baby.

### Baby's Development

Expressions are becoming more complex and varied.

Bottom 2 front teeth come through, followed by top 2 front teeth.

Your baby is getting more and more active and learning to sit well.

Your baby is using his tongue for chewing, and wanting to try new flavours.



He will now be getting even more interested in food. Get into the routine of giving your baby 2 meals a day.

An example of baby food a baby of this age can chew:



It should be soft enough to be easily mashed by a finger, spoon, or by the baby's tongue.

### Cooking Tips:

- 1 Soft enough to be mashed by an adult's finger.
- 2 Cut food in small pieces.
- 3 Use a variety of ingredients.

### Menu Tips:

- 1 Try to use various ingredients, and cook well balanced menus.
- 2 Gradually increase the kind of flavours to your baby's food.
- 3 Give 2 meals a day. Widen the variation of menus.

### Mealtime Tips

Let your baby relax and enjoy meals in his high chair.

Use a high chair once your baby can sit on his own. His feet should rest on the floor or a footrest to support him to sit up straight. This will help your baby use his jaw and tongue correctly.



Place a spoon on the bottom lip, and take it out horizontally.

First, put the food on the tip of the spoon. Gently place the spoon on your baby's lower lip, and wait for him to take food into his mouth using his upper lip. Then take out the spoon horizontally.



Don't insert the spoon deeper than the middle of the baby's tongue.

Inserting the spoon too deep makes it difficult for the baby to take in food. Also, the risk of choking increases in this way.



Follow the baby's pace when feeding.

Let your baby eat at his own pace, not mom's. Wait until his mouth to be empty before giving him the next spoonful.



## Infant feeding guidelines

At the **9-11** months stage

\*The age given here is just a guideline; it differs with each baby.

### Baby's Development

Your baby is starting to say words such as "Ah, ah" and "Mama".



Front teeth are coming through.

Your baby is pulling himself up and "cruising" along furniture.

## Your baby is now able to chew relatively harder foods.

Let your baby practice to chew with his gums. The texture is very important, since either too hard or too soft food could make him to swallow without chewing. Make the rhythm of taking 3 meals a day, and enjoy mealtimes with all the family members.



An example of baby food a baby of this age can chew:



It should be soft enough that your baby can mash using his gums. (texture similar to banana)

## Cooking Tips:

- 1 The food should be as soft as bananas.
- 2 Cook foods so that your baby can grasp with his hands and feed himself.
- 3 Adults and babies can share food if it's seasoned lightly.

## Menu Tips:

- 1 Consider a nutritional balance of three meals.
- 2 Try to include ingredients such as lean fish and liver to make sure your baby gets enough iron.
- 3 Make the menu colorful to encourage your baby's appetite.

## Mealtime Tips

Arrange food so that your baby can choose on his own.

Prepare baby food on one tray to encourage him to choose which food to eat by himself. This will help develop your baby's desire to eat.



Let your baby eat freely with his hands.

Babies learn the texture of food by touching it with their hands. Make rice balls and steamed vegetable sticks for them to encourage eating with their hands.



Check your baby's eating posture.

Your baby is now starting to eat on his own. Adjust a chair so that his hands reaches the table, his feet are supported by the footrest, and he can lean slightly forward to eat.



Check the hardness of food.

Your baby can't yet eat hard foods which he can't chew by himself. Babies often spit out the food when it is too hard, so make sure the food has an appropriate texture.



## Infant feeding guidelines At the 12-18 months stage

\*The age given here is just a guideline;  
it differs with each baby.

Baby's Development

Daily life is in  
a good routine.



Molars are  
coming through.

Baby is learning  
to walk.

Most of your baby's  
energy and nutrition  
come from meals.



An example of baby  
food a baby of this age  
can chew:



It should be cooked until it  
becomes as soft as meat balls.

## Cooking Tips:

- 1 Gradually make the size of ingredients larger.
- 2 Cook food so that your baby can grasp it in his hands and feed himself.
- 3 While still seasoning the food lightly, add more variation to the taste.

## Menu Tips:

- 1 Teach your baby to eat rice, a side dish, and soup alternately.
- 2 Prepare Japanese food rather than Western food.
- 3 Prepare some snacks, depending on the baby's appetite.

## Mealtime Tips

Talk about the food  
at mealtimes.

Your baby will become a little more self-assertive. To get him more interested in meals, ask him things like "which are you going to start with?" and "mmm, that's yummy".



Create an environment which encourages your baby to try eating by himself.

Adjust the height of chair so that your baby's feet are supported by the footrest, his sitting posture is proper, and his back is straight. Also, his elbows should touch the table when he extends his arms a little.



Stimulate your baby's  
appetite.

Since it's quite important to encourage your baby's desire to eat by himself, allow him to eat with his hands. If you put a spoon in front of him, he would naturally get interested in using it.



Say good bye  
to the baby bottle.

Your baby can start to use a sipper cup at around 12-18 months. Gradually swap over a baby bottle for a sipper cup.





# The Manufacturing Process

“Every single product is made with love”

Introducing how Kewpie Baby Food is made.

## 5. Inspecting and Packaging

Double - checking is also done at the final inspection.

When we check the final weight and the condition of each product, we double check again with our own eyes and the sensors.



## 4. Filling and Heat Sterilizing

The product is filled in containers, and thoroughly heat sterilized.

Each container is examined for any cracks or defects twice - first by human eyes, then by sensors. After washing the containers, baby food is filled and the products are heat sterilized. The combination of our special containers and this process actualizes the high quality of products without using any preservatives.



## 3. Processing

We dedicate time and effort for the deliciousness.

To make eggs more fluffy, we change the speed of mixing in the process. We remove the extra oil from the deep fried becn curd before using it. We add these kinds of extra processes to make products even more delicious.



## 2. Examining Ingredients

We examine every grain and every piece of the ingredient.

Before start manufacturing, we examine ingredients using all five senses. Then we use machines to double-check.

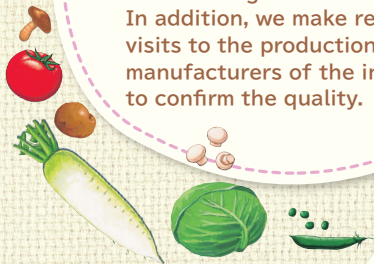


CHECK!

## 1. Receiving Ingredients

Fine products are made of fine ingredients.

The ingredients we use not only meet the official standards, but also our original strict standards. In addition, we make regular visits to the production sites and manufacturers of the ingredients to confirm the quality.



Our product development starts from mothers' real voice.

.....  
“I want to feed my baby these ingredients.”  
“I want to try giving my baby this kind of menu.”  
“I want a product that I can use wherever I am.”  
Kewpie Baby Food is developed by listening to mothers' voices.



# Questions and Answers about our baby food

We answer your questions.

**Q** How come Kewpie Baby Food has a long shelf life if it doesn't contain any preservatives?

**A** It's because our products are sterilized by pressure and heat, after containers are filled and sealed.

**Q** The flavour seems too strong.

**A** We utilize the ingredients' natural flavor and use the natural broth. Therefore, the flavour may seem stronger than baby food made at home. The amount of sodium used in baby food for babies up to 12 months must be less than 200 mg/100g, according to the Independent Baby Food Standards (established by the Japan Baby Food Conference). All of our baby food products are manufactured in accordance to this standard.

**Q** Kewpie Baby Food has the indicated age group on the side of the container. What is the difference between each product?

**A** The indicated age group relates to the texture and size of the ingredients. Also, products for older babies contain more diverse ingredients. The indicated age is just a guideline, so please choose ones that suit your baby.

**Q** Some ingredients differ from the kinds of food recommended in baby food books. Does this matter?

**A** With our specialized cutting, pressurizing and heating processes, we can include ingredients such as burdock root and shiitake mushrooms, which would be hard to prepare at home as part of baby food. In this way, even little babies can enjoy our baby food. Furthermore, the age guideline for the baby food has all been approved by specialists. Since each child is different, please give your baby what is proper for his developmental stage.

**Q** Does one container contain the right amount for one meal? I'm concerned about the nutrition balance.

**A** Since servings differ from baby to baby, one container is not necessarily equal to one serving. Depending on your baby's appetite and development, feed appropriate amount of Kewpie Baby Food and other food. You don't have to worry too much about the amount and nutrition balance from the start of the weaning period. It's important to proceed weaning along with your baby's development, using the guidelines on feeding and weaning as a reference.

