

kids PRO-biotic

Cereal for happy tummies

new

SELECT HARVESTS



CASE STUDY

Food Labelling That Supports Kids' Health

Food labelling can be confusing and a particular challenge for parents wanting to provide good nutrition for their children. Recognising that, our approach has been to formulate products for children based on what consumers say they want and to provide clear, nutrition-driven labelling to make choices easier for those on a quick visit to the supermarket.

Sunsol Kids PRO-biotic Cereals

For example, to develop our Sunsol Kids PRO-biotic Cereals we conducted consumer research to understand what parents and kids wanted in a cereal. We then formulated our product and developed a set of clear messages for the packaging which aligned with the research results.

We support food safety through:

- Use of a clip seal packaging which assures optimal product quality up to the Best Before Date printed on pack.
- Providing an allergen declaration on the back of pack
- Formulating these products with low sugar levels and no artificial colours or flavours
- Using preservative free fruit in the products.

Our products have been nutritionally verified by external laboratories and our labelling messages were verified against Food Standards Australia & New Zealand.

