

# Product overview in detail on the following pages (status August 2024)







THE HEALTHY KIDS  
**Purity Law**

**100% Natural.**



**No added sugars.**

**No artificial ingredients.**

**Our drinks are low-calorie.**



# PAW Patrol Bio Helden Trank

ab 3  
Jahren

- ♥ 100% organic
- ★ no added sugar
- 😊 low in calories



## Organic multi fruit tea drink low in calories

**INGREDIENTS:** Organic fruit infusion (water, organic apple pieces, organic sweet leaves, organic hibiscus flowers, organic rosehip shells, organic grape juice from grape juice concentrate, organic apple juice, organic black currant juice from black currant juice concentrate.

**VOLUME:** 0,33l PET bottle (100% rePET) with sportscap

**ORDER UNIT:** 12 bottles á 0,33l per mixed tray

**NUTRITIONAL VALUES per 100ml:** energy 45kJ, 11kcal / fat 0g, thereof saturated fatty acids 0g / carbohydrates 2,3g, thereof sugar 2,2g / protein 0g / salt 0g

# PAW Patrol Bio Power Häppchen

ab 12  
Monaten

- ♥ 100% organic
- ★ no added sugar
- 😊 rich in fibers

soon only as a single unit



## Organic oat bar, apple raspberry and strawberry

**INGREDIENTS FROM CONTROLLED ORGANIC AGRICULTURE:** Oats (57%), apple juice concentrate (22%), sun flower oil, apple puree concentrate (5%), grated coconut, black carrot concentrate, raspberry juice concentrate (1%), dried strawberries (1%), lemon juice concentrate.

**VOLUME:** 40g

**ORDER UNIT:** 10 bags á 40g, unmixed

**NUTRITIONAL VALUES per 100g:** energy 1.738kJ, 415kcal / fat 17g, thereof saturated fatty acids 4,1g / carbohydrates 54g, thereof sugar 21g / fibers 6,7g / protein 8,1g / salt 0,05g / sodium 0,02g

# PAW Patrol Bio Helden Quetschie

ab 12  
Monaten

- ♥ 100% organic
- ★ no added sugar
- 😊 with wholegrain oats



## Organic fruit puree with wholegrain oats

**INGREDIENTS:** apple puree\* (62%), strawberry puree\* (15%), banana puree\* (12,5%), raspberry puree\* (7,5%), wholegrain oat flour\* (3%). \*from controlled organic agriculture.

**VOLUME:** 100g

**ORDER UNIT:** 12 squeeze bags à 100g

**NUTRITIONAL VALUES per 100g:** energy 262kJ, 62kcal / fat <0,5g, thereof saturated fatty acids <0,1g / carbohydrates 13g, thereof sugar 10,3g / protein 0,9g / salt <0,01g / sodium <0,005g

PURE  
& FUN



# Peppa Pig Bio Trink-Päckchen

- ♥ 100% organic
- ★ no added sugar
- ☺ low in calories



**Organic refreshing drink low in calories, with organic apple infusion and organic pear and apple juice**

**INGREDIENTS:** Organic apple infusion (66%) (water, organic apple), organic pear juice (17%), organic apple juice (17%)

**VOLUME:** 3 x 200ml tetrapak = 600ml

**ORDER UNIT:** 8 x pack of 3 = 4.800ml

**NUTRITIONAL VALUES per 100ml:** energy 67kJ, 16kcal / fat <0,5g, thereof saturated fatty acids <0,1g / carbohydrates 3,6g, thereof sugar 3,2g / protein <0,5g / salt <0,01g

# Peppa Pig Bio Mais Knusper Schweinchen

- ♥ 100% organig
- ★ no added sugar or salt
- ✿ no palm oil



**Puffed organic corn snack with apple and carrot powder**

**INGREDIENTS:** 79% Corn grits\*, 11% sunflower oil\*, 6% apple powder\*, 4% carrot powder\*. \*from controlled organic agriculture.

**VOLUME:** 30g

**ORDER UNIT:** 8 bags à 30g

**NUTRITIONAL VALUES per 100g:** energy 1.749kJ, 416kcal / fat 12g, thereof saturated fatty acids 1,0g / carbohydrates 68g, thereof sugar 3,5g / protein 5,7g / salt 0,05g

# Peppa Pig Bio Quetschie saugut

- ♥ 100% organic
- ★ no added sugar
- ✿ with wholegrain oats



**Organic fruit puree with wholegrain oats**

**INGREDIENTS:** apple puree\* (52%), pear puree\* (45%), wholegrain oat flour\* (3%). \*from controlled organic agriculture.

**VOLUME:** 100g

**ORDER UNIT:** 12 squeeze bags à 100g

**NUTRITIONAL VALUES per 100g:** energy 259kJ, 61kcal / fat <0,5g, thereof saturated fatty acids <0,1g / carbohydrates 13g, thereof sugar 10,5g / protein 0,7g / salt <0,01g / sodium <0,005g





# Micky/Minnie Bio Zauber Quetschies



ab 12  
Monaten

- ♥ 100% organic
- ★ no added sugar
- 🍏 100% fruit

## Organic fruit puree from apple, banana and peach

**INGREDIENTS:** Organic apple pulp (70%), organic peach pulp (15%), organic banana puree (15%)

**VOLUME:** 100g

**ORDER UNIT:** 10 squeeze bags à 100g

**NUTRITIONAL VALUES per 100ml:** Energy 253kJ, 60kcal / fat 0,5g, thereof saturated fatty acids 0,2g / carbohydrates 13g, thereof sugar 12g / protein 0,6g / salt 0g / sodium 0g

# Micky & Freunde Bio Trink Zauber



ab 3  
Jahren

- ♥ 100% organic
- ★ no added sugar
- 😊 low in calories

## Organic apple peach fruit juice drink low in calories

**INGREDIENTS:** Water, organic apple juice (20%), organic peach juice (10%)

**VOLUME:** 200ml

**ORDER UNIT:** 24 x 200ml per mixed tray

**NUTRITIONAL VALUES per 100ml:** Energy 54kJ, 13kcal / fat 0g, thereof saturated fatty acids 0g / carbohydrates 2,9g, thereof sugar 2,9g / protein 0g / salt 0g

PURE  
& FUN



# Anna&Elsa/Olaf Bio Zauber Quetschies



- ♥ 100% organic
- ★ no added sugar
- 🍏 100% fruit

## Organic fruit puree from apple and strawberry

**INGREDIENTS:** Organic apple pulp (75%), organic strawberry pulp (25%)

**VOLUME:** 100g

**ORDER UNIT:** 10 squeeze bags à 100g

**NUTRITIONAL VALUERS per 100ml:** Energy 251kJ, 60kcal / fat <0,5g, thereof saturated fatty acids <0,2g / carbohydrates 13g, thereof sugar 13g / protein <0,5g / salt 0g / sodium 0g

# Eiskönigin Bio Zauberstäbe



- ♥ 100% organic
- 🌿 rich in fibers
- ★ no added sugar

## Organic oat bar apple, strawberry & black currant

**INGREDIENTS FROM CONTROLLED ORGANIC AGRICULTURE:** Oats 59%, apple juice concentrate 19%, sunflower oil, apple puree concentrate 4,0%, grated coconut, black currant juice concentrate 1,0%, strawberry juice concentrate 1,0%, black carrot concentrate, dried strawberries 0,6%, loom juice concentrate.

**VOLUME:** 6 x 23g = 138g

**ORDER UNIT:** 6 x 6er Pack

**NUTRITIONAL VALUES per 100ml:** Energy 1.800kJ, 430kcal / fat 18g, thereof saturated fatty acids 4,2g / carbohydrates 55g, thereof sugar 19g / fibers 7,0g / protein 8,6g / salt 0,05g / sodium 0,02g







## Baby Wasser



- ♥ Natural Austrian spring water
- ★ specially for preparing baby food
- ☺ ready for use without boiling

### Natural spring water

INGREDIENTS: water

VOLUME: 1.000ml

ORDER UNIT: 6 bottles à 1.000ml

NEW IN   
2024

 continued on the following pages with our  
new exciting drinks & snacks range





# Barbie Bio Pink Drink

 **available** since May 2024



- ♥ 100% organic
- ★ no added sugar
- 😊 low in calories

#### Organic low-calorie fruit juice drink apple-cherry

**INGREDIENTS:** Water, organic apple juice from apple juice concentrate (39%), organic sour cherry juice from sour cherry juice concentrate (3%), organic black carrot juice from black carrot juice concentrate.

**VOLUME:** 500ml

**ORDER UNIT:** 12x 500ml per mixed tray

**NUTRITIONAL VALUERS per 100ml:** Energy 76kJ, 18kcal / fat 0g, /carbohydrates 4,2g, thereof sugar 4g / protein 0g / salt 0g



# Eiskönigin Bio Beeren-Zauber

available since August 2024



- ♥ 100% organic
- ★ no added sugar
- 😊 low in calories

## Organic Low-calorie multi-fruit juice drink with strawberry and raspberry

**INGREDIENTS:** Water, organic grape juice from grape juice concentrate, organic apple juice from apple juice concentrate, organic sour cherry juice from sour cherry juice concentrate, organic strawberry puree (1%), organic raspberry juice from raspberry juice concentrate (1%).

**VOLUME:** 300ml

**ORDER UNIT:** 24 x 300ml per mixed tray

**NUTRITIONAL VALUES per 100ml:** Energy 80kJ, 19kcal / fat <0,5g, thereof saturated fatty acids <0,1g / carbohydrates 4,4g, thereof sugar 3,9g / protein <0,5g / <salt 0,01g

# Eiskönigin Bio Zauber Tee

available since August 2024



- ♥ 100% organic
- ★ no added sugar

## Flavored organic fruit tea blend with berry taste

**INGREDIENTS:** apple\*\*, hibiscus\*\*, rose hips\*\*, beetroot\*\*, sweet leaves\*\*, chicory roots\*\* roasted, natural black currant flavor\*\*, licorice roots\*\*, essential bucco leaf oil\*\* (dried), raspberries\*\*, strawberries\*\*, blackcurrants\*\*, elderberries\*\*. \*\*from certified organic farming.

**VOLUME:** 45g, 20 bags of 2.25g each

**ORDER UNIT:** 5 x 45g per Tray

**NUTRITIONAL VALUES per 100ml:** Energy 10kJ, 2kcal / fat 0g, thereof saturated fatty acids 0g / carbohydrates 0,6g, thereof sugar 0,2g / protein 0g / salt 0g





# PAW Patrol Bio Helden ABC

available since May 2024



- ♥ 100% organic
- ★ no added sugar
- ◆ no sprinkled salt
- ✿ no palm oil

## Organic Lye Spelt Snack

**INGREDIENTS:** Spelt flour\*\* (74%), water, rapeseed oil\*\*, yeast, raising agent: sodium hydrogen carbonate (0.4%), pretzel lye: sodium hydroxide (0.3%), salt. \*\*from certified organic farming.

**VOLUME:** 80g

**ORDER UNIT:** 13x 80g per tray

**NUTRITIONAL VALUERS per 100g:** Energy 1.629kJ, 385kcal / fat 4,4g, thereof saturated fatty acids 0,4g / carbohydrates 69g, thereof sugar 1,4g / protein 14,1g / salt 1,3g

# AW Patrol Bio Knusper Pfoten

available since September 2024



- ♥ 100% organic
- ★ no added sugar
- ◆ no added salt
- ✿ no palm oil

## Organic rice-chickpea snack with peanut

**INGREDIENTS:** Rice\*\* (58%), sunflower oil\*\*, chickpeas\*\* (15%), peanuts\*\* (12%). \*\*from certified organic farming.

**VOLUME:** 30g

**ORDER UNIT:** 8x 30g per tray

**NUTRITIONAL VALUERS per 100g:** Energy 1.947kJ, 465kcal / fat 20g, thereof saturated fatty acids 3,1g / carbohydrates 58g, thereof sugar 3,7g / fibres 4,3g / protein 11g / salt 0,05g



# Micky Bio Zauber Riegel

available since October 2024



- ♥ 100% organic
- ★ sweetness from fruit only

## Organic fruit cereal bar with oats, apple and currant

**INGREDIENTS:** Oat flakes\*\* 24%, apple juice concentrate\*\* 22%, dried bananas\*\*, white grape juice concentrate\*\*, wholemeal oat flour\*\* 7%, cornflakes made from maize\*\*, sunflower oil\*\*, blackcurrant juice concentrate\*\* 5%, potato starch\*\*, wafers\*\* (potato starch\*\*, sunflower oil\*\*).\*\* from certified organic farming.

**VOLUME:** 25g

**ORDER UNIT:** 25x 25g per tray

**NUTRITIONAL VALUERS per 100g:** Energy 1.570kJ, 373kcal / fat 8,7g, thereof saturated fatty acids 1,0g / carbohydrates 67g, thereof sugar 35g / fibers 4,6g / protein 4,8g / salt 0,03g / sodium 0,01g

# Micky Bio Knusper Zauber

Launch tbd. 2024



- ♥ 100% organic
- ★ no added sugar
- ◆ no added salt
- ✿ no palm oil

## Puffed organic corn snack with strawberry

**INGREDIENTS:** Corn semolina\*\* (86%), sunflower oil\*\*, strawberry powder\*\* (5%), Thiamin (Vitamin B1). \*\*from certified organic farming.

**VOLUME:** 30g

**ORDER UNIT:** 8x 30g per tray

**NUTRITIONAL VALUERS per 100g:** Energy 1.686kJ, 400kcal / fat 9,9g, thereof saturated fatty acids 1,4g / carbohydrates 69g, thereof sugar 1,8g / fibers 5,4g / protein 6,1g / salt <0,01g / sodium <0,01g / Thiamin (vitamin B1) 0,47mg



# Peppa Pig Bio Riegel saugut

available since October 2024



ab 3  
Jahren

- ♥ 100% organic
- ★ sweetness from fruit only

## Fruit bar with apple, banana, aronia & oats

**INGREDIENTS:** Oat flakes\*\* 30%, apple juice concentrate\*\* 20%, white grape juice concentrate\*\*, dried bananas\*\* 12%, potato starch\*\*, sunflower oil\*\*, aronia juice concentrate\*\* 3%, wafers\*\* (potato starch\*\*, sunflower oil\*\*). \*\*from certified organic farming.

**VOLUME:** 25g

**ORDER UNIT:** 25x 25g per tray

**NUTRITIONAL VALUERS per 100g:** Energy 1.567kJ, 372kcal / fat 8,6g, thereof saturated fatty acids 1,0g / carbohydrates 67g, thereof sugar 3,5g / fibers 3,8g / protein 4,3g / salt 0,03g / sodium 0,01g

# Peppa Pig Bio Frühstück saugut

available since September 2024



ab 12  
Monaten

- ♥ 100% organic
- ★ no added sugar

## Puffed organic cereal with apple and strawberry

**INGREDIENTS:** Wheat flour\*\* 29%, maize flour\*\* 29%, wholemeal oat flour\*\* 29%, apple juice concentrate\*\* 8%, strawberry juice concentrate\*\* 2,5%, black carrot juice concentrate\*\*, vitamin B1 (thiamine) \*\*from certified organic farming.

**VOLUME:** 125g

**ORDER UNIT:** 8x 125g per tray

**NUTRITIONAL VALUERS per 100g:** Energy 1.439kJ, 340kcal / fat 3,1g, thereof saturated fatty acids 0,4g / carbohydrates 66g, thereof sugar 8,2g / fibers 5,1g / protein 9,7g / salt 0,0g / sodium 0,0g / Vitamin B1 (thiamine) 0,60mg

# Peppa Pig Bio Tee saugut

available since August 2024



ab 12  
Monaten

- ♥ 100% organic
- ★ no added sugar

## Flavored organic fruit tea blend with strawberry taste

**INGREDIENTS:** apple\*\* (49%), hibiscus\*\*, chicory roots\*\* roasted, natural strawberry flavor\*\*, sweet leaves\*\*, orange zest\*\*, rose hips\*\*, elderberries\*\*, strawberries\*\*. \*\*from certified organic farming.

**VOLUME:** 45g, 20 bags of 2.25g each

**ORDER UNIT:** 5 x 45g per Tray

**NUTRITIONAL VALUERS per 100ml:** Energy 10kJ, 2kcal / fat 0g, thereof saturated fatty acids 0g / carbohydrates 0,6g, thereof sugar 0,2g / protein 0g / salt 0g

PURE  
& FUN



# PAW Patrol Bio Helden Frühstück

available since September 2024



ab 12  
Monaten

- ♥ 100% organic
- 🌿 rich in fibers
- ★ no added sugar

## Puffed organic cereal with apple and cocoa

**INGREDIENTS:** maize flour\*\* 28%, wheat flour\*\* 28%, wholemeal oat flour\*\* 27%, apple juice concentrate\*\* 9,8%, cocoa powder\*\* 6%, vitamin B1 (thiamine). \*\*from certified organic farming.

**VOLUME:** 125g

**ORDER UNIT:** 8x 125g per tray

**NUTRITIONAL VALUERS per 100g:** Energy 1.454kJ, 344kcal / fat 3,5g, thereof saturated fatty acids 0,8g / carbohydrates 64g, thereof sugar 7,2g / fibers 6,7g / protein 11g / salt 0,0g / sodium 0,0g / Vitamin B1 (thiamine) 0,60mg

# PAW Patrol Bio Helden Tee

available since August 2024



ab 3  
Jahren

- ♥ 100% organic
- ★ no added sugar

## Flavored organic fruit tea blend with with orange oil

**INGREDIENTS:** apple\*\*, hibiscus\*\*, orange oil\*\* (dried) (9%), chicory roots\*\* roasted, orange zest\*\* (7%), sweet leaves\*\*, curcuma\*\*, rose hips\*\*. \*\*from certified organic farming.

**VOLUME:** 45g, 20 bags of 2.25g each

**ORDER UNIT:** 5 x 45g per Tray

**NUTRITIONAL VALUERS per 100ml:** Energy 10kJ, 2kcal / fat 0g, thereof saturated fatty acids 0g / carbohydrates 0,6g, thereof sugar 0,2g / protein 0g / salt 0g

PURE  
& FUN



# Spidey Bio Superhelden Drink

Launch December 2024



ab 3  
Jahren

- ♥ 100% organic
- ★ no added sugar
- 😊 low in calories

## Low-calorie organic multi-fruit juice drink

**INGREDIENTS:** Fruit juice content: 40%. / water, organic multi-fruit juice partly made from fruit juice concentrates (apple, grape, pineapple, lemon, pear, mango, grapefruit, banana)

**VOLUME:** 300 ml

**ORDER UNIT:** 24 x 300ml per tray

**NUTRITIONAL VALUERS per 100g:** Energy 80kJ, 20kcal / Fat <0.5g, of which saturated fatty acids <0.1g / Carbohydrates 4.5g, of which sugar 4.5g / Protein <0.5g / Salt <0.01g /

# Spidey Bio Superhelden Quetschie

Launch December 2024



ab 12  
Monaten

- ♥ 100% organic
- ★ no added sugar

## Organic apple and banana fruit puree with wholegrain spelt

**INGREDIENTS:** apple puree\*\* 67%, banana puree\*\* 20%, water, wholegrain spelt\*\* 3%.

\*\*From certified organic farming. No added sugar\*. Vegan.

Can be kept refrigerated for 2 days once opened. Spelt is a type of wheat

**VOLUME:** 100g

**ORDER UNIT:** 12 bags of 100g, single variety

**NUTRITIONAL VALUERS per 100g:** Energy 274kJ, 65kcal / Fat 0.5g, of which saturated fatty acids <0.1g / Carbohydrates 14g, of which sugar 10g / Fiber 1,1g / Protein 0.9g / Salt <0.01g / Sodium 0.005g

# Spidey Bio Superhelden Riegel

Launch December 2024



ab 12  
Monaten

- ♥ 100% organic
- 🌿 rich in fibers
- ★ no added sugar

## Organic oat bar apple, strawberry & banana

**INGREDIENTS:** Vollkorn-Haferflocken\*\* 49%, Apfelsaftkonzentrat\*\*, Sonnenblumewholegrain oat flakes\*\* 49%, apple juice concentrate\*\*, sunflower oil\*\*, apple puree concentrate\*\*, rice crispies\*\* (rice flour, wholegrain rice flour), dried bananas\*\* 1.5%, dried strawberries\*\* 0.5%, strawberry juice concentrate\*\* 0.5%, black carrot concentrate\*\*, lemon juice concentrate\*\*.

\*\*From certified organic farming.

**VOLUME:** 6 x 23g = 138g.

**ORDER UNIT:** 6 x pack of 6

**NUTRITIONAL VALUERS per 100g:** Energy 1678kJ, 400kcal / Fat 14g, of which saturated fatty acids 1.7g / Carbohydrates 59g, of which sugar 24g / Protein 7g / Salt <0.05g / Sodium 0.02g

PURE  
& FUN



With strong licenses and popular themes for children



WE PROVIDE FUN TO KIDS  
AND GIVE  
PARENTS A GOOD FEELING.

high-quality organic ingredients, no added sugar, no flavors, no artificial additives and no exaggerated sweetness



# As caring parents, we know about the problem.

No matter if you are in the **supermarket**, a public **swimming pool** or a **theme park**, products containing too much sugar are omnipresent and **healthy alternatives for kids can rarely be found.**

Organic food is very important for babies, and also for adults there's already a wide range of organic products.

Our main **target group are the 4-14 year-olds**, a group that has been neglected so far. In **Austria**, these are around **1.2 million boys and girls** who decide about the purchasing behaviors of **4.5 million parents and grand parents.**

**78%**  
of the kids participate in  
the decision making which  
food is bought.\*

For babies and infants up to 3 years, there already exists a broad range of healthy food - meanwhile also in organic quality.

Our target group are the 4-14 year olds. For kids of this age, there are either **healthy products** using boring packaging on the market, or **exciting packaging** containing unhealthy ingredients.  
**We close this gap.**

Also for adults there already exists a wide range of healthy organic products.





# Our promise

We believe that it is better when parents can say “YES” with a clear conscience.

We believe that healthy products should trigger a “want to have” feeling in children and excite them at the shelf.

## PRODUCT

**Natural.  
Organic.  
Valuable.**

Parents approved.

## PACKAGING

**Playful.  
Dynamic.  
Humorous.**

Kids approved.





We are the strong partner for  
food and beverage  
kids' licenses

We collaborate with the world leading film studios:



In November 2022 Licensing International Germany, the international leading association for brand licensing, honored us as „Newcomer of the Year“.







#### ▶ PAW PATROL

- ▶ “Once in a decade”-brand and worldwide **number 1 license for preschool boys and girls** (core target group: 3-7 years).
- ▶ Up to **37% market share** on TV
- ▶ **Recurring movie success** cinema movie #3 announced
- ▶ On the way to a classic: **10th anniversary** in 2023



#### ▶ FROZEN

- ▶ One of the (if not the one) **favorite license for girls of all ages.**
- ▶ **Frozen II** → **most successful animated movie of all times** (> 6 Mio. cinemagoers)
- ▶ Main target group: girls 2-12 years, but also boys and adults



#### ▶ MICKEY & FRIENDS

- ▶ Constantly **no. 1 brand for toddlers.**
- ▶ Especially Micky and Minnie have a **huge reputation also for adults** (nearly every adult knows Micky and Minnie)
- ▶ Continuous TV presence especially for 1,5-9 year-olds.







#### ▶ PEPPA PIG

- ▶ Peppa Pig stands for **family fun, humour, discovering** and playful **learning**
- ▶ Very **fast brand building** through year-round broadcasting on TV: **74%** of the kids (4-6 years) **know Peppa** already
- ▶ **2/3** of the kids in the target group **find Peppa great**



#### ▶ BARBIE

- ▶ **Worldwide no. 1 toy brand.**
- ▶ **99% brand awareness.**
- ▶ Most populär entertainment brand for girl from 7-9 years.
- ▶ Barbie stands for diversity!
- ▶ 2023: first Barbie live-action movie in the cinemas



#### ▶ BE EXCITED

- ▶ This autumn, we can look forward to **Spidey as another strong license.**
- ▶ Since February 7, 2022, Spidey can be seen on the German Disney Channel and has already played his way into the hearts of many preschool children.





# We appeal to children of all ages



CORE TARGET GROUP  
4-7 YEARS



CORE TARGET GROUP  
2-5 YEARS



CORE TARGET GROUP  
6-12 YEARS



CORE TARGET GROUP  
2-12 YEARS

BIRTH

1

2

3

4

5

6

7

8

9

10

11

12

13

14

AGE IN YEARS



CORE TARGET GROUP  
1,5-9 YEARS



CORE TARGET GROUP  
3-9 YEARS

PURE  
& FUN





— A BRAND OF —



**Feel free to contact us  
in case of any questions:**

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