



Discover the world of baby's  
first food & drinks



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Starter Cup





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# Foreword

Eating and drinking independently is one of the most important and exciting developmental steps for babies. Thanks to the **unique MAM teamwork** with medical experts, the design and materials used in our products are precisely matched to the abilities and learning behaviours of young children. They have been designed to fully appeal to baby's senses. They have been so carefully thought through that they fit perfectly into everyday life. And they are so safe that parents can **simply relax and enjoy the progress of their baby**.

Questions about eating are not just about the proper use of cups and spoons, but also about the many and often confusing recommendations and restrictions about choosing the right food products. From our many discussions with parents, we know how many things expectant mothers and parents think about. That's why MAM has created this brochure to help support mothers and fathers. It is full of concise, clear facts and sensible and **practical tips** for every baby situation, so that learning to eat and drink can be fun for the whole family.

A handwritten signature in black ink, appearing to read 'Peter Röhrig', with a long, sweeping horizontal stroke extending to the right.

Peter Röhrig

# Tips for expectant and nursing mothers

During **pregnancy**, it is important to consider not only the healthy care of the growing child but also general wellbeing. What's good for mother and baby can be found in many foods that taste good too.

- **Protein.** The increased protein needed from the 4<sup>th</sup> month of pregnancy is found not only in muesli and low fat milk but also in buttermilk with fresh fruit or a crispy garden salad with grilled turkey strips.
- **Folic acid** is one of the most important vitamins for promoting growth and protection of the baby. That is why doctors prescribe it as a nutritional supplement at the beginning of pregnancy and then up to the 12<sup>th</sup> week. Folic acid can be found in fruit (strawberries, raspberries, oranges and bananas) and vegetables (fennel, broccoli, chick peas and other legumes), as well as nuts and products made from finely ground whole wheat.
- **Omega-3 fatty acids** are the ideal support while the baby is building cell membranes and developing the ability to think, vision, motor skills and the ability to concentrate. Omega-3 fatty acids are found above all in fish but are also available in capsule form at the pharmacy.



There are many opinions and myths about nutrition while nursing, which is why we at MAM and our MAM Med-Experts find the good news especially important: breastfeeding is completely natural, the best for babies, and, in any case, highly valuable; even when it lasts for less than 6 months or is used in combination with supplemental foods.

Breastfeeding is good for mothers too. It usually leads to gradual weight loss, which is something that should not be forced through dieting, which can weaken the body. Typically, very few nutrients cause intolerance reactions in some children (e.g., wind discomfort) so please do not limit food choices unless recommended by your paediatrician. Special drinks to promote milk production, such as nursing teas, are not necessary. With the exception of extreme training, it's fine to be athletic and active while nursing.

And by the way: MAM also offers a brochure about breastfeeding. Find it at **[mambaby.com](https://mambaby.com)**.

### More energy

During pregnancy and while nursing, more energy is needed\* and should be provided for:

- Pregnancy     ■ during pregnancy + 255kcal/day
- Breastfeeding ■ until the 4<sup>th</sup> month + 635 kcal/day
- exclusive breastfeeding after the 4<sup>th</sup> month  
                  + 525 kcal/day
- partial breastfeeding after the 4<sup>th</sup> month  
                  + 285 kcal/day



\*Reference values for nutritional intake of the German Nutrition Society, Austrian Nutrition Society, the Swiss Society for Nutrition Research and the Swiss Association for Nutrition. Umschau Verlag 2008.



## The most important Dos and Don'ts for expectant mothers:



- Drink plenty of fluids  
(at least two litres per day: water is best)
- Always cook meat well
- Wash hands and food items thoroughly
- Observe good kitchen hygiene
- Do not break the cooling chain: pay attention to refrigerator and freezer temperatures



- Raw milk products and foods that contain raw eggs
- Cold smoked/fermented fish  
(e.g. gravlax) and raw fish (e.g. sushi)  
and other seafood (e.g. oysters)
- Alcohol and nicotine
- Caffeinated drinks  
(max. 3 medium cups of coffee, black/green tea)





# Starting with baby food: The first porridge

**Between the 4<sup>th</sup> or 6<sup>th</sup> month** is the time to begin a smooth transition from “just mum” to more. Along with breastfeeding, the first attempts at supplementary food can begin now.

The child will decide when it is **the right time** to try different foods: food won't be spat out any more, the head can be held up without help, sitting up alone works quite well now – and interest in what the grown-ups are eating increases noticeably.

For the **first attempts**, try small amounts: about 2–3 teaspoons of finely puréed foods. Gradually increase the quantity. When babies move their head forward to reach the spoon, it usually means “yes, more”. Turning the head away and being easily distracted are the typical signs of “I've had enough” (a final offer of more breast milk to drink is a good way to make sure that baby is actually full).

By their first birthday, children should be eating with the family rhythm – breakfast, lunch and dinner. This rhythm usually comes about on its own since babies' hunger signals come after 3–5 hours at the most.



# MAM Med-Info



## **“Drink plenty of fluids” goes for babies too.**

“Only when exclusively breast or formula feeding can babies do without additional fluids (except in case of fever, vomiting or diarrhoea). From the start of using supplemental foods, children need extra fluids. At the latest, when they transition to regular food, or at about 10 months. The best is water or heavily diluted, 100% fruit juice (3 or 4 parts water to 1 part juice). Drinks with sugar disrupt the nutritional balance and development of the sense of taste while prolonged sucking on a bottle of fruit juice or sugared tea can lead to tooth decay. The best for babies is their own cup designed for their needs. At first, parents need to help a little but between the 9<sup>th</sup> and 12<sup>th</sup> month children should be able to drink on their own.”

**Prof. Dr. Karl Zwiauer**, Head of the Department of Paediatrics and Adolescent Medicine at the St. Pölten University Hospital, Austria, Chairman of the Nutrition Commission of the Austrian Society of Paediatrics and Adolescent Medicine (ÖGKJ).

Learn to Drink Cup



# A meal plan for diversity

Having a **variety** of supplemental foods is not only necessary to ensure a good supply of essential nutrients. The more variety there is with the first porridge meals, the more open children will be to different tastes later on.

Slowly increase the **consistency**:

## 6–9 Months

- First steamed and finely puréed and soluble foods (e.g. flakes)
- Then thicker porridge and coarsely mashed foods (i.e. mashed bananas)
- Firmer, grated food is also good (e.g. apples)

## 10–12 Months

- Solid foods finely sliced, diced or chopped (fruit, vegetables and some foods that the whole family eats as well)

While the meal plan is somewhat flexible, in some countries and cultures more solid food is preferred and therefore an earlier part of the child's programme. In addition, babies have their own preferences. They spit out what they don't like, completely independently of the plan or culture.



## Dos & Don'ts for choosing food:



- Fish is healthy and can even protect against allergies – carefully remove the bones and heat thoroughly (70–80 °C for 10 minutes).
- Chicken eggs are good as baby food during the first year since they contain lots of protein and zinc. Heat well (70–80 °C for 10 minutes).
- Finely grated nuts contain valuable fats.
- Feeding nuts in the 1<sup>st</sup> year can reduce the risk of allergies later on.
- Always add a bit of high-quality vegetable oil to purées. Flax seed, canola, walnut or olive oil (1 tbsp to 200 g). This promotes cerebral and motor skills development.
- Foods with high zinc and iron content (beef, veal and pork, grains, legumes). Zinc stimulates the metabolism, iron promotes the formation of haemoglobin.
- Lots of fruits and vegetables.



- Honey – only after the age of 1. It may contain spores that a baby's digestive system cannot cope with and can therefore be dangerous for baby's health.
- Raw preparations of eggs, fish or meat. Anything that can be accidentally swallowed – unprocessed nuts, seeds, grains, berries and legumes as well as sweets or chewing gum.
- Salt and salty snacks or spicy seasoning.
- Sugar (sweets, fizzy drinks).
- Cured meat (ham, sausage, bacon).
- Alcohol, coffee, caffeinated drinks.
- Low fat foods ("light" products).
- Foods labelled "may have an adverse effect on activity and attention in children".

# Home cooking or smart shopping?

Modern parenting life does not often fit well with long hours in the kitchen. However, this does not need to be a problem as buying baby food in glass jars is a **good alternative**:

- Commercially available baby food is generally prepared very carefully and strictly controlled.
- A look at the ingredients on the label will tell you what's inside (and conversely how you can compare it to home cooking).
- Many finished products are also enriched with vitamins and minerals.

## **The advantages of home cooking:**

- More variety, more flavours
- Avoidance of certain ingredients like sugar and salt
- Extra portions can be prepared for freezing. Meat keeps for up to 3 months, vegetable purée up to 6 months. However, once thawed, it cannot be refrozen.

## **Speaking of pre-preparing:**

Meat purées are available in stores, such as pure beef in jars, but it's quite easy to make at home too:

Cut 1 kg of beef or turkey into 4 or 5 pieces and boil for a few minutes. Remove the meat, place in fresh water and simmer for about 2 hours (turkey about 1 hour). Cut the meat into small pieces and purée with about 250 ml of broth, divide into portions and freeze. To serve, simply heat together with some vegetable purée for a few minutes.

Generally speaking, supplemental foods should not be kept warm for extended periods and leftovers should not be saved – harmful germs certainly do not belong on baby's menu.



# Learning to eat is fun

The first few steps already walked alone, the first teeth showing, the first syllables formed – highlights of life's adventures for babies and parents. The transition from breastfeeding to more **independent eating and drinking** is part of this too. It's not just about motor skills, it's a social skill as well: the change from being breastfed to eating at the table with the "grown-ups" is a central experience for toddlers.

While every child is naturally different, there are a few important guidelines and signals for **important developmental steps** that are worth considering. The MAM Baby Guide (see next page) offers help and assurance for parents who want to support their children as best they can in learning to eat.





# MAM Baby-Guide

A guide to baby's most important developmental steps.

<b>I am...</b>	... newborn, my head needs to be supported	... already moving about, sitting with support, pushing myself into a prone position with my elbows extended	... already quite clever, sitting independently, able to hold small items and reaching for food or the spoon	... already moving about, learning how to crawl and trying to stand up	... able to stand, pull myself up alone and take my first steps
<b>I can...</b>	... breathe in a sucking/ swallowing rhythm when nursing or bottle feeding	... recognise the spoon and open my mouth, my spitting out reflex is decreasing	... eat firmer foods, hold food in my fist or move it from one hand to the other for myself and drink from a cup with your help	... already pick up "finger food" between my thumb and forefinger and eat it, and I can drink on my own from my cup	... eat by myself using my fingers and drink while holding my cup with both hands, I like straws too
<b>I'm hungry when...</b>	... I yell, open my mouth, stare at you and give other signs that I want to drink more	... I move my head forward toward the spoon to get the food into my mouth	... I reach for the spoon or food or point towards food	... I reach or point towards the spoon or food and am really happy as soon as the food arrives	... I tell you – with sounds or even whole words
<b>I'm full when...</b>	... I stop sucking, turn away from you or the bottle or fall asleep	... I turn my head to the side or am very easily distracted	... I eat more slowly, keep my mouth closed or even spit out what you give me	... I eat more slowly or simply push the food to the side	... I shake my head or say something that I hope you understand means "No"

# Great taste, from the start

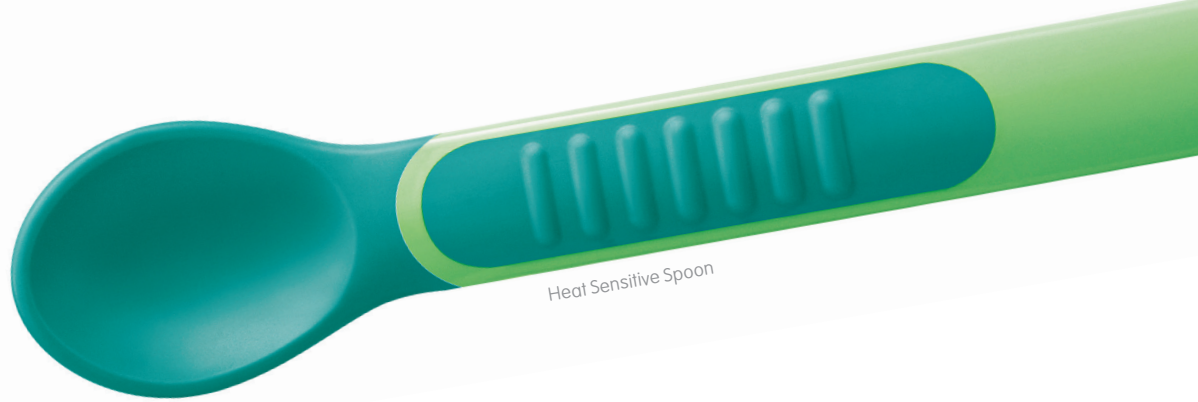
All babies have a natural desire for sweet and salty foods and refuse the sour or bitter flavours that some vegetables have in the beginning. They are ready to adapt to new things though and taking advantage of this has multiple benefits for the future:

- Instead of a desire for unhealthy foods, it creates balanced eating behaviour.
- It also leads to the development of a more mature sense of taste.

The way to ensure a long-term appreciation for flavours lies in:

- **Variety** – try different foods, flavour combinations and ways of eating (e.g. on a spoon or as finger food).
- **Patience** – children need the chance to try something 10 to 16 times to see if they really like it.
- **Role model** – because babies watch their adult caregivers very carefully and imitate them.





## MAM Med-Info



### Practice early for long-lasting health

"The desire for unhealthy things is not innate. The groundwork for future eating habits is laid very early in childhood. Because we don't eat what we like – far more we like what we eat."

**Prof. Dr. Karl Zwiauer**, Head of the Department of Paediatrics and Adolescent Medicine at the St. Pölten University Hospital, Austria, Chairman of the Nutrition Commission of the Austrian Society of Paediatrics and Adolescent Medicine (ÖGKJ)

# The joy of eating

Granted, sometimes the spinach ends up on the wall. That's just a part of the fun. In general though, a balanced diet can go together with enjoying food. Here are a few tips & tricks for ensuring a good mood at the family table:

- Nutrients, calories and vitamins don't interest babies at all and they don't matter to talkative children either. Eating is mostly about **fun**.
- Eating is an enjoyable **family ritual**. Talking to baby, maintaining eye contact and encouragement to try new things makes everyone at the table happier and also helps with learning.
- Eating **alone** is boring. Besides that, children are then rather mindlessly guided to eat while doing something else. This is how the adult "couch potato" is programmed.
- Portion strategy in the other direction: **less is more**. Better to serve small, child-sized portions that help refine the feeling for hunger and fullness. You can always go back and get them some more.
- You **don't need to worry** about how much they're eating: a healthy child has (unlike most adults, by the way) a functioning hunger-fullness mechanism. They will eat as much as they need and know when they have had enough – even if it seems like too little for a couple of days.

For this reason, babies should not be over-encouraged or forced to eat more than they want.

- A sensible diet should be **natural and enjoyable** – not made up of things they have to eat and mustn't eat. It is completely okay to not like a meal, or not to completely empty their plate some days. A good ground rule: the adults decide what there is to eat and the children decide how much they will eat.
- The **"pizza tactic"**: As banning certain foods only makes what they can't have seem more attractive, children's favourites, like pizza or chips, shouldn't be completely banned from the menu plan either. Instead, it's better to combine these with healthy foods, like serving pizza with vegetables or a hamburger with salad and milk to drink.
- Food is **neither punishment nor reward**. Additionally, some traditional patterns of upbringing often end up in the wrong nutritional direction: Special treats for good behaviour, for example, only teach unhealthy eating preferences. The well-known "Two more mouthfuls and you can have a pudding" or "If you don't eat this, you can't..." do not promote healthy development – just obesity in future.
- Eating three times a day with the family is a routine that babies can easily handle by their first birthday. That said, children do generally have lower energy reserves than adults, so small, healthy and

attractive **snacks** in between meals, such as a variety of fruit and milk-based products, can and should be allowed.

- **Children's moods** while eating cause many a parent to roll their eyes. Take it in your stride! Creativity is a part of this and trying things out is a good thing. A little playing around with the tastes, smells and shapes of food rouses a curiosity for variety, and the nutritional plan doesn't have to be followed to the letter every day. The main thing is balance over a longer period – rule of thumb: look at what they eat over the course of a week.
- When it comes to children **handling their food**, most parents are completely unsure: Allow it? Forbid it? Developmental experts consider this type of play to be highly valuable, as it trains motor skills and the senses. There is a compromise: Allow them to spend a short amount of time enjoying the feel and consistency. It's even something you can do together, although preferably away from the dinner table where making a mess won't be a problem – but at the same time make it clear that eating at the table has its own, clean rules.



# Food is a family affair

Babies watch their adult caregivers very carefully and imitate what they see. It's logical then, that the role model for a **child's eating behaviour** is crucial.

- When grown-ups enjoy eating healthily in reasonable portions then children are also more willing to do so.
- Detecting subtle flavours, perceiving different consistencies, welcoming the variety of colours and shapes on the plate. In other words: celebrate every bite, every spoonful, and every gulp as a feast for the senses. Parents who follow this example not only get more from their food, they also promote the **health and happiness** of their children.
- And of course, the pace and eating habits of the adults will also be copied exactly.
- Social psychology also teaches that children in the company of others are braver and more adventurous than when they are alone. Trying new foods and flavours works best when everyone sits together at the table.



# Food for special requirements

**Food allergies** have become more common worldwide in recent years, and children are particularly frequently affected. In small children, symptoms usually appear on the skin or in the gastrointestinal tract, while adolescent symptoms are typically allergic sneezing or intolerance-related conjunctivitis.

Another problem is that, over time, cross allergies arise. This can be very unpleasant, as the interaction between two allergies magnifies the symptoms. This is frequently the case with pollen and food items in particular. For instance, the similarity between the proteins in food and those in pollen may mean that children not only suffer from hay fever in spring, they may also suddenly start to have an allergic reaction to certain foods.

**In any case, you should never try to treat allergies in children yourself, and should always seek proper medical advice.**

Another special issue is a **vegetarian** or **vegan** diet:

- A meat-free diet is possible for babies in principle, but the high iron requirements which meat easily meets should definitely be compensated for.
- A **strict vegan style**, where only plant foods and possibly limited amounts of fish are eaten, is **absolutely incompatible with infants and young children and may also prove harmful**. Most will not get enough energy with these foods, and certain animal-based nutrients (i.e. vitamin D) that are needed for healthy growth will be missing. This form of eating can lead to severe vitamin B deficiencies and even poses the threat of irreversible brain damage.
- When avoiding milk and dairy products, calcium intake is extremely low. Calcium is essential to support growth and bone development.
- Milk, milk products and meat are also the main sources of vitamin B2 and vitamin B12. **Purely plant-based nutrition** represents a **serious risk** since a B12 deficiency in infants greatly impairs the development of the brain and nervous system functions.

# How kids would cook

There is a good basic family rule for choosing the food and meals: the **adults decide what** there is to eat and the **children decide how much** they will eat. It doesn't hurt, however, to consider what will be well-liked and fun to eat when shopping and preparing food.

## Gourmet tricks for the vegetable grump:

- Mashed vegetables or purée is boring. As soon as children can bite and chew, they would much rather eat something that they can bite into and crunch.
- Being allowed to eat with their hands is more fun. So offer vegetable sticks (carrots, cucumber, etc. cut into sticks) with a yoghurt dip instead of salad.
- Fruit is usually preferred to vegetables. The solution: both together. For example, green salad with grapes or apple slices with grated carrot.

## Colourful details for healthy enjoyment:

- Children respond to the appearance of food way more than adults do. Serving **creative, colourful dishes** really pays off. This trick allows you convince them to try foods they are less fond of – for example, vegetables together with sausage or cheese on a skewer.
- Appearance matters: if that healthy snack bread is colourfully garnished with radishes, tomato, cucumber or carrot sticks, it'll easily beat a sausage. Rice is nice when mixed with peas or corn. And herbs make just about everything more attractive.

- Bite-size fruit is much more likely to find its way into your child's mouth than large pieces that first have to be peeled, bitten or divided.

## Helping hands:

- Children are naturally curious and inquisitive. If you **let them help with the cooking**, it teaches them the pleasure of diversity and gives them an awareness of nutrition. This trick is not for parents in a hurry, however. Although being together in the kitchen is more fun, it definitely takes longer.
- The possibility of helping is naturally dependent on age, but even little ones can get a lot of entertainment from cooking. For example, mixing the muesli or stirring the soup, and maybe later helping with washing the salad or vegetables.
- A big hit when it comes to food: going shopping and being allowed to help choose. When given the opportunity, most (older) children will already be able understand the difference between a smart choice and a – usually unwise– impulse purchase.





# MAM Cutlery

Our unique MAM team of designers, technicians and experts in paediatric medicine and developmental education helps us to create products that perfectly support babies during their development. So children enjoy learning – and parents can be sure they're doing the right thing.



°BPA/BPS free: all MAM products are made from materials free of BPA and BPS.

6+  
months

## Heat Sensitive Spoons & Cover



- Change colour if the food is too hot
- 2-step concept:
  - 1<sup>st</sup> step: the long spoon easily reaches the bottom of deeper glasses and parents and babies can hold the spoon together
  - 2<sup>nd</sup> step: the short, broad spoon is specifically designed for baby's small hands, ideal for holding on their own
- Space-saving cover hygienically keeps used and clean spoons separate

### Dipper Set/Spoon and Fork Trainer



- Ribbed structure – ideal for babies who are not yet able to scoop up food on their own.
- Velvety handle surface – perfect grip for small hands
- Special safety shield for maximum security

### Baby's Cutlery



- 3-piece learn-to-eat cutlery
- Specially designed for baby's small hands
- Fully-functional, yet safe design
- Equally suited for right and left handers

# MAM Bowls

6+

months

## Feeding Bowl



- 2-section bowl for offering different foods
- Easy and comfortable to hold – even with just one hand
- Ideal for storing food and when on the move

## Baby's Bowl & Plate



- Versatile learn-to-eat tableware
- 2-step learning concept:  
1<sup>st</sup> step: the lower plate keeps baby's bowl stable  
2<sup>nd</sup> step: additional use - the lower plate can now be used as a proper dish

## Snack Box



- With multi-purpose cover  
Large opening: for easy filling for parents  
Small opening: babies can help themselves
- Practical handle – simply attach the small lid to the underside!



# MAM Cups: specially designed for independent drinking

Drinking from a cup made simple. Every little step towards independence is great fun for babies and it makes parents happy when they can be sure that everything on the road to independence is completely safe. That's why we have carefully designed our range of cups and adapted them to suit precisely the way in which children develop. With their distinctive design, MAM cups support babies in making the switch from a bottle to a cup, and then step-by-step onwards to their first sip from a regular glass.



°BPA/BPS free: all MAM products are made from materials free of BPA and BPS.

# MAM Cups



°BPA/BPS free: all MAM products are made from materials free of BPA and BPS.

**4+**  
months

## Starter Cup

150 ml / 5 US floz



**Extra Soft Spout**  
**Skin Soft™ Silicone**

- Baby's first cup
- Small & curved – easy for babies to hold
- Extra-soft & spill-free spout

**6+**  
months

## Learn To Drink Cup

190 ml / 6 US floz



**SOFT SPOUT**

- Soft-touch spout helps to prepare baby for drinking from a hard spout
- Perfect for learning to drink independently
- Anti-slip design and ergonomic shape – easy to hold

**8+**  
months

## Fun To Drink Cup

270 ml / 9 US floz



**HARD SPOUT**

- Hard spout – ideal for the transition from a cup to a glass
- Fun & easy handling for little explorers

**12+**  
months

## Sports Cup

330 ml / 11 US floz



**SPORTS CAP**

- Spill-proof Sports Cap
- Curved anti-slip design – easy to hold
- Ideal for on the go

# Starter Cup – Baby's first cup

## Easy transition from breast or bottle to cup

### 1 Extra-soft spout

Our MAM Extra-Soft Spout with SkinSoft silicone surface makes the transition from breast or bottle to cup easy. The asymmetric shape is the first step towards drinking from the rim of a cup. The spill-free spout allows babies to control the amount of liquid that comes out without making a mess.

### 2 Handles

The ergonomic shape of our MAM Handles is designed to fit tiny hands and the non-slip structure on the inner side ensures a reassuring grip. The tilting movement promotes baby's motor skills and hand-eye coordination. The handles fit on all MAM Cups.

### 3 MAM Design

The compact, lightweight cup is ideal for small hands and ensures that baby always has plenty to drink. The curved shape makes it easy for baby to hold the cup, even without handles. The Starter Cup comes in three different colours with exciting motifs. All MAM Cup parts are interchangeable.





# MAM Spout range: specially designed for baby's development

The different materials and structures used in our spouts stimulate baby's sense of touch and speech development while at the same time strengthening their facial muscles. MAM Spouts fit all MAM Cups.

## DEVELOPED WITH MEDICAL EXPERTS

**Teamwork with medical experts for maximum safety.**

Right from the beginning, MAM products are developed in co-operation with **medical experts** and research institutes such as ICMRS, paediatricians, developmental pedagogues, dentists and midwives. Only after approval by medical experts is a MAM innovation ready for baby life.



# The MAM Principle

Parents are demanding. At MAM, we are too. That's why, for over 40 years, we've been developing products that are unique in design and function. Our products are the result of intensive teamwork between experts from medicine, research and technology. This enables MAM products to support the individual development of each child and make everyday life easier for babies. Every MAM innovation follows this principle. So parents can feel confident. And babies feel good.



## Join the **MAM Club** at [mambaby.com](https://mambaby.com)

We like to share our knowledge and experience with you in brochures like this one, on [mambaby.com](https://mambaby.com) and with other members of our MAM Club. Discover the fabulous world of MAM and enjoy exclusive benefits and surprises.\*

\*Becoming a member of our MAM club has lots of advantages. You'll get exclusive access to information, news, promotions, competitions and services. Check out our monthly development calendar – sent via email – to let you chart the joyful experiences and development of your baby's early years.

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# Legal Notice



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Sports Cup



Snack Box



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