



mambaby.com



Experience Food
Knowing, learning & enjoying

Contents

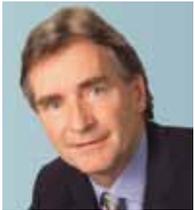
This brochure contains useful information about eating for and with babies. In our MAM products, which provide optimal support for babies learning to eat and drink, the cooperation with experts from medicine and science is a MAM principle. So parents can feel confident. And babies feel-good.

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Foreword: Experience Food



Peter Röhrig
MAM Founder



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Chairman of the Nutrition Commission of
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Eating and drinking independently is one of the most important and exciting developmental steps for babies. MAM supports them with products that, thanks to **unique MAM teamwork** with medical experts, their design and materials are matched precisely to the abilities and learning behaviors of young children.

They are designed so that they fully appeal to baby senses, are so perfectly thought through that they fit in with everyday life and so safe that parents can **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 expecting mothers and parents think about. That's why MAM offers this brochure to help support mothers and fathers. It is complete with concise, clear facts and **sensible and practical tips** for every baby situation. So that "Experience Food" brings real pleasure.

A handwritten signature in black ink, appearing to be 'Peter Röhrig', written in a cursive style.

Peter Röhrig

Tips for Expectant and nursing mothers

During **pregnancy**, things not only concern healthy care of the growing child but also the sense of well being. What's good for mother and baby can be found in many foods that taste good, too.

- **Protein**, The increased protein requirement from the 4th 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 at the beginning of pregnancy and then up to the 12th week as a nutritional supplement. The culinary path to more folic acid contains 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 done only in part along with supplemental foods. A Swedish study* recently found that breast milk can even help prevent babies from developing gluten intolerance (celiac disease).

Breastfeeding is good for mothers too. It usually leads to gradual weight loss, which is something one should not force through dieting so as not to weaken the body. Typically, very few nutrients cause intolerance reactions in some children (i.e., gas pains) 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. Aside from extreme training, it's just fine to be athletic and active while nursing.

And by the way: MAM also offers a brochure about breastfeeding. Find it at mambaby.com/breastfeeding.

*Effect of breast feeding on risk of celiac disease: A systematic review and meta-analysis of observational studies.

**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.

More energy

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

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





The most important Dos & Don'ts for expecting mothers:



- Drink plenty of fluids
(min. 2 litres per day, water is best)
- Always cook meat well
- Wash hands and food items thoroughly
- 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
(i.e. gravad salmon) and raw fish (i.e. sushi) and other seafood (i.e. oysters)
- Alcohol and nicotine
- Caffeinated drinks
(max. 3 med. cups of coffee, black/green tea)



Start with baby food: The first porridge

Around the 5th or 6th month is the time for a smooth transition from “just mum” to more. Along with breastfeeding, the first attempts at supplementary food can get started now.

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

For the **first attempts**, try small amounts, about 2 – 3 teaspoons, of finely pureed foods and gradually increase. 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 the baby is actually full).

By the 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.





Starter Cup

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 and between the 9th and 12th month children are able to drink on their own.”

Dr. Karl Zwiauer, Head of the Department for Paediatrics, Regional Hospital St. Pölten, Austria
Chairman of the Nutrition Commission of the Austrian Society for Paediatrics (ÖGKJ)

A meal plan for diversity

Having a **variety** of supplemental foods is not just for supplying essential nutrients. The more variety there is with the first porridge meals, the more open children are to different tastes later on.

Slowly increase the **consistency**:

- 6–9 months**
 - Steamed and finely pureed foods 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 program. In addition, babies have their own preferences. They spit out what they don't like, completely independent 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 1st. year can reduce the risk of allergies later on.
- Always add a bit of high quality vegetable oil to purees. Flax seed, canola, walnut or olive oil (1 Tbsp to 100 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 which 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, berries and legumes and also sweets or gum.
- Salt and salty snacks or spicy seasoning.
- Sugar and foods with sugar (sweets, soda).
- Cured meat (ham, sausage, bacon).
- Alcohol, coffee, caffeinated tea, caffeine – soda.
- Low fat foods (Light products).
- Foods labelled "May impair activity and attention in children".

Home cooking or smart shopping?

Modern parenting life does not often fit well with long hours in the kitchen. Not to worry though since buying baby food in glass jars is a **good alternative**:

- Commercially available baby food is generally prepared very carefully and strictly controlled as well as being practically residue-free – this means they are safe.
- 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
- Prepare extra stock to be frozen in portions. Meat keeps for up to 3 months, vegetable puree up to 6 months. Once thawed though, it cannot be refrozen.

Speaking of stocks:

Meat purees are available in stores, such as pure beef in jars.

But it's quite easy to make at home: 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 puree with about 250 ml of broth, divide into portions and freeze. To serve, simply heat together with some vegetable puree 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 the baby menu.





Learning to eat is learning to live

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 but a social issue 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** to be had. The MAM Baby Guide (see next page) offers help and assurance for parents who want to support their children as best they can with learning to eat.



MAM Baby Guide

A guide to your baby's most important developmental steps

I am...

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

I can ...

breathe in sucking/swallowing rhythm when nursing or bottle feeding

recognize 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 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

I'm hungry when ...

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

I'm full when ...

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 slower, keep my mouth closed or even spit out what you give me

I eat slower or simply push the food to the side

I shake my head or say something that I hope you understand means "No"

Good taste, from the start

Yes, all babies have a natural desire for sweet and salty foods and refuse sour or bitter flavours, that some vegetables have in the beginning. They are ready to adapt to new things though, and that pays for itself double later:

- Instead of a desire for the unhealthy, it creates a balanced eating behaviour.
- This develops a more mature sense of taste.

The way to a lasting fine sense of taste lies through:

- **Variety** – Try different foods, flavour combinations and “deigns” (i.e. on a spoon or a 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 but rather we like what we eat.

Dr. Karl Zwiauer, Head of the Department for Paediatrics, Regional Hospital St. Pölten, Austria,
Chairman of the Nutrition Commission of the Austrian Society for Paediatrics (ÖGKJ)

Joy of eating

Granted, sometimes the spinach ends up on the wall. That's just a part of it all. In general though, a balanced diet can go together with the joy of eating. Here are a few tips & tricks for 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**. Talk to the baby, maintain eye contact, encouragement to try new things makes everyone at the table happier and helps with learning.
- Eating **alone** is boring. Besides that, children are 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. One can always go back for more.
- **Quantity concerns** are unnecessary: A healthy child has (unlike most adults, by the way) a functioning hunger – fullness mechanism. It eats as much as it needs and knows when it has had enough – even if it seems like too little for a couple of days. Therefore, one should not be over encouraging or try to force the child to eat.
- A sensible diet should be **natural and pleasant** – not made of compulsions and prohibitions. To not like a meal or empty the plate once is completely okay. A good ground rule: The adults decide what there is to eat and the children decide how much they will eat.
- The **“Pizza-Tactic”**: While bans only make what they can't have seem more attractive, kid favourites like pizza or chips shouldn't be completely stricken 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. “Sweets for behaving”, for example only teaches unhealthy eating preferences. The well-known adage “A spoon for mama, a spoon for papa...” or “If you eat today the sun will shine tomorrow” does not promote healthy development. Rather, obesity for the future.
- Eating three times a day with the family is a rhythm that babies can easily handle by their first birthday. That said, children do have lower energy reserves than adults so small, healthy and attractive in between **snacks** like colourful fruit and milk products can and should be allowed.

- **Children's moods** while eating cause many a parent to roll their eyes. Take it easy! Creativity is a part of this, trying things out is welcome, a little play with the aroma and shapes of food rouses the 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: one week is good.
- When children **take food in their hand** most parents are completely unsure: Allow? Forbid? Developmental pedagogues consider this playing to be highly valuable since it trains the motor skills and senses. This brings about a compromise: Allow a short time to pass, to enjoy the feeling and consistency, preferably away from the dinner table where making a mess won't be a problem, but at the same time making it clear that eating at the table has its own, clean rules.



Eating is a family affair

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

- When the grownups enjoy healthy things in reasonable portions then the children are also more willing to do so.
- Detecting fine flavours, perceiving different consistencies, welcoming the variety of colours and shapes on the plate, in short: Celebrate every bite, spoonful, every gulp as a feast for the senses. Parents who follow this example not only have more for themselves on the menu but also promote the **health and happiness** of their children.
- And of course, the pace and eating habits of the adults are 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 demands

Food allergies have become more common world-wide in recent years, often affecting children. 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 - very unpleasant as the interaction between two allergies magnifies the symptoms - arise. This especially occurs over and over again between pollen and food items. For instance, the similarity between proteins in food and those in pollen can lead to the child not only being allergic to things outdoors during spring but may also cause food allergies.

In any case, allergies in children are not for do it yourself treatments and should be handled with proper medical advice.

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

- A meat-free diet is basically possible for babies but the high iron requirements which the meat easily meets should definitely be compensated for.
- The **strict vegan style**, where only plant foods and possible 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) for healthy growth are missing. This form of eating can lead to severe vitamin B deficiencies and even threaten irreversible brain damage.
- When avoiding milk and milk products, the calcium intake is extremely low. Calcium greatly supports 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 seriously 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 servings: **The adults decide what there is to eat – and the children decide how much** they will eat. It doesn't hurt to figure in what will be well liked and a bit of fun to eat when shopping.

Gourmet tricks for the vegetable grump:

- Mashed vegetables or puree is boring. As soon as children can bite and chew, they would much rather do so when it snaps and pops.
- Being allowed to eat with the hand is more fun. So vegetable sticks instead of salad (carrots, cucumber, kohlrabi, etc. cut into sticks) served with yoghurt dip.
- Fruit is usually preferred over vegetables. The solution: both together. For example, green salad with grapes or apple slices with grated carrot.

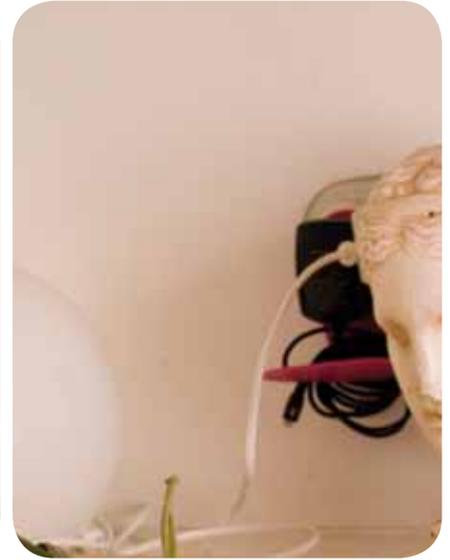
Colourful details for healthy pleasure:

- Children eat much more with their eyes than most adults. Serving **creative, colourful** dishes really pays off. This trick lets you easily serve less-favourite foods – like vegetables together with sausage or cheese on a skewer.

- Deco scores: If that healthy snack bread is colourfully garnished with radishes, tomato, cucumber or carrot sticks, it easily beats a sausage bread. Rice is nice when mixed with peas or corn. Some herbs make just about everything more attractive.
- Bite-size fruit is happily eaten rather than large pieces that first have to be peeled, bitten or divided.

Kids, cackle, kitchen:

- Children are naturally curious and inquisitive. Whoever lets them **help with the cooking** teaches the pleasure of diversity and awareness for nutrition. This trick is not for parents in a hurry though since while working in the kitchen is more fun, it definitely takes longer.
- The possibility to help is naturally dependent on age but cooking entertainment also works for the little ones. For example, mixing the muesli or stirring the soup and maybe later with washing the salad or vegetables.
- A big hit with food: **go along for shopping** and be allowed to help choose. When doing so, most (older) children can already tell the difference between a smart choice and a – usually irrational – impulse purchase.



MAM Feeding Line

6+
months

From unique MAM teamwork from designers, technicians and medical experts, developmental education and parental care, come products that perfectly support babies during their development. So children enjoy learning – and parents are sure of doing the right thing.

BPA – safe with MAM

The **complete MAM range is BPA free** and a safe alternative – supporting babies in every step they take.



Feeding Spoons & Cover



- 2 step concept
 - 1.: Feeding and holding together
 - 2.: Babies learn to eat independently
- Non-slip zones - sure and comfortable hold for babies and parents
- Space-saving protective cover keeps the new and used spoons hygienically separated

°All MAM products are made from BPA free materials.



Dipper Set



- Ribbed structure – ideal for babies who cannot yet scoop up food on their own
- Special shield for maximum safety
- Velvety handle surface - perfect for little hands to hold

Baby's Cutlery



- Fully functional learn to eat cutlery – knife with safe cutting blade, fork with gently pointed tines
- Non-slip grip – easy to hold thanks to its curved and textured design
- Perfect for both right and left-handers

MAM Feeding Line

6+
months

Feeding Bowl



- 2 separate compartments for offering different meals
- Light and comfortable to hold, even with just one hand
- Ideal for storing and on the go

Baby's Bowl & Plate

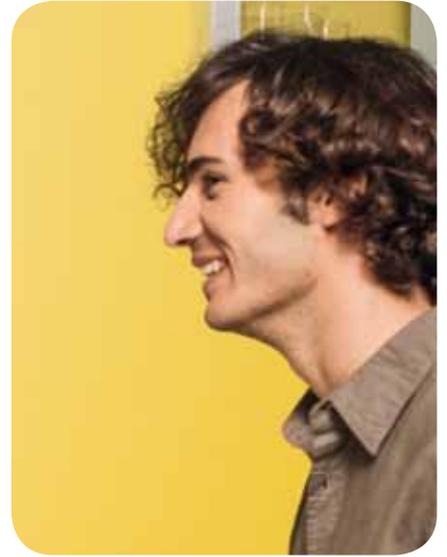


- Stepped learning effect:
 - 1.: The lower plate keeps baby's bowl stable
 - 2.: Additional use – the lower plate can now be used as a proper dish
- Non-slip bottom helps babies while learning to eat
- The deep bowl makes it easier to scoop out food

Snack Box



- Protective ring prevents snacks from falling out too easily
- Practical handle – simply attach the small lid to the underside!
- Large opening for easy filling



MAM Cups

4+
months

Learning to drink made easy: Every little step towards independence is big fun for babies and 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 variety of cups and matched them exactly to children's development.

MAM cups, with their distinctive design, support babies making the switch from a bottle to a cup and then step by step onward to the first sip from a real glass, just like the grown-ups.

BPA – safe with MAM

The **complete MAM range is BPA free** and a safe alternative – supporting babies in every step they take.



Starter Cup

150ml



The ideal first cup.
The extra light design with removable handles was developed especially for baby hands.

°All MAM products are made from BPA free materials.

6+
months

Learn To Drink Cup
190ml



The soft, spill-free spout is ideal for the dynamic everyday life with baby. The tailored shape with the innovative textures is exceptionally easy to hold.

8+
months

Learn To Drink Cup
270ml



The hard, spill-free spout is excellent for the move up from a learning cup to a glass. The tailored shape with the innovative textures helps babies learn to drink independently.

12+
months

Sports Cup
330ml



The special spill-free sports cap is ideal for on the go. The unique, bowed shape makes the Sports Cup easy for babies to hold.

In closing

The MAM Principle

Parents are demanding.

We at MAM are too.

That's why, for over 35 years, we've been developing products that are unique in design and function. Our products are the result of intensive teamwork of experts

from medicine, research and technology. This means MAM products support the individual development of every child and make every day baby life easier. Every MAM innovation follows this principle.

So parents can feel confident. And babies feel good.



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Masthead

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Baby's Cutlery



Sports Cup



Snack Box



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