

# Gentle by nature

Kabrita USA Press Kit



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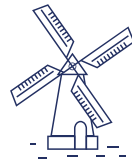
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# Get to know Kabrita

Kabrita USA delivers nourishment and comfort to children and their parents through our line of gentle goat milk-based foods. We empower families with a new choice in formula feeding – one that marries the ideal of all-natural with the rigor and safety of science.

We are 100% women run and led by moms. We strive to add value to our community through our commitment to education, transparency and supportive communication.

Kabrita USA is a division of Ausnutria, a Dutch company with over 100 years of dairy expertise.



## **Our Mission**

Empower parents to nourish their child with confidence.





# Our core values



## **Inspired by nature, backed by science**

- We believe that babies are born to be at ease
- Our formulations are created to maintain the natural comfort of babies
- We respect research, regulatory guidelines and medical expert opinion



## **Accessible and transparent**

- We share reliable, relevant and honest content to empower parents to make informed choices
- We communicate openly and are responsive to feedback
- We offer complete and detailed ingredient disclosure



## **Community focused**

- We believe that it takes a village to raise strong, healthy children
- We are inclusive, celebrate diversity and are committed to serving our audience
- We support and promote synergistic businesses and partners



## **Culture of continuous improvement**

- We believe learning starts with listening
- We use consumer feedback to steer the direction of our formulations
- We believe education and exposure to new ideas helps to improve our performance and our products



## **Generous**

- We believe when we give more, we have more
- We offer samples and coupon programs to help families in need
- We go above and beyond to make a positive and meaningful impact on Kabrita families and communities

# How we give back

We are dedicated to using our platform to support families in the USA and around the world.


Each year, we create a **Goodness Report** to communicate our charitable commitments.

We've partnered with organizations such as:

- Convoy of Hope
- Baby2Baby
- American Academy of Pediatrics
- Girl Up
- Whole Planet Foundation
- Family Values @ Work

You can find details about current and past partnerships on our website [kabritausa.com/about-kabrifa](https://kabritausa.com/about-kabrifa)



A close-up photograph of a woman with dark hair tied back, wearing a light blue sweater, hugging a young child with curly hair. The child is looking towards the camera with a slight smile. The background is a soft, out-of-focus light color.

**“We believe that when  
you give more, you  
have more.”**

Simona Irwin, General Manager

# Why goat milk?

Goat milk has always been a bit of a trade secret among parents and is known for its naturally easy to digest properties. Kabrita has harnessed the gentle benefits of goat milk into our line of Goat Milk Foods, designed for babies and toddlers.

Let's explore what makes Goat Milk the better milk:



## **Gentle Protein**

Goat milk protein forms a smaller, softer and looser curd in the tummy, leading to quick and easy digestion.



## **Good Fats**

Goat milk fat is rich in beneficial short and medium chain fatty acids and naturally easy to digest.



## **Healthy Prebiotics**

Goat milk contains prebiotic oligosaccharides to support a healthy gut.



## **Naturally Nutritious**

Goat milk is rich in critical nutrients and has superior mineral bioavailability.

# Choosing Kabrita goat milk-based formula

**Parents love our formula for supplementing, weaning, and tummy troubles.**



**Gentle on tiny tummies**

With a casein composition that leads to superior digestibility than cow milk, Kabrita Goat Milk Toddler Formula is naturally easy to digest and gentle on tiny tummies.



**Fortified and adapted**

Unlike goat milk, Kabrita Goat Milk Toddler Formula is fortified with additional nutrients, and contains 25 vitamins and minerals, including folic acid, iron, and DHA.



**Superior quality and taste**

Made with high quality, Dutch goat milk, Kabrita Goat Milk Toddler Formula is the only formula to be certified glyphosate residue-free.

# Product line up



## Kabrita Goat Milk Foods

Our entire line is proudly crafted in the Netherlands with no GMO ingredients, and is certified Glyphosate Residue-Free.



## Gentle Protein + 25 Vitamins and Minerals

**Kabrita Goat Milk Toddler Formula**  
Naturally easier to digest than cow milk,  
mild in taste, and rich in critical nutrients.

## Whole Grains + Good Fats

**Kabrita Organic Goat Milk Porridges**  
Made with organic ingredients.  
Kabrita Porridges are nutrient-dense  
first foods, containing naturally easy  
to digest goat milk.



## Calcium + No Added Sugar

**Kabrita Snack Puffs with Goat Cheese**  
Our puffs pack a big crunch and  
delicious goat cheese flavor.  
A perfect first finger food!

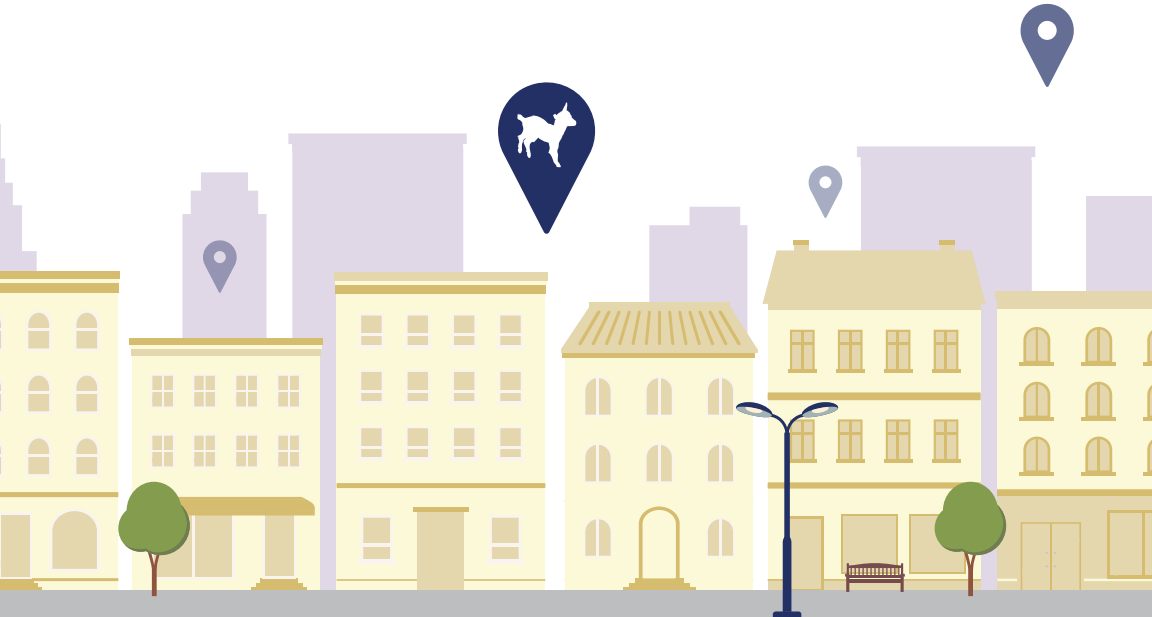


# Where to buy Kabrita

Kabrita products are available at natural and traditional grocers nationwide, including **Whole Foods Market**, **Sprouts Farmers Market**, as well as major online retailers like **Amazon.com**, **Walmart.com** and more.

For a full list of locations, visit [kabritausa.com/store-locator](https://kabritausa.com/store-locator)





# Product FAQs

## Formula

### **Who is Kabrita Goat Milk Toddler Formula for?**

Kabrita Goat Milk Toddler Formula is naturally easy to digest and full of essential nutrients that little ones need. Our formula is designed to maintain the natural comfort of your little one, especially during feeding transitions such as weaning & supplementing or changing formulas due to tummy troubles.

### **If I decide to wean before 12 months, can I use Kabrita?**

No, we are not allowed to recommend this product for infants. Our Toddler Formula meets FDA nutritional requirements for infant formula; however, it has not gone through the FDA evaluation process that is required for infant formula.

### **What are some of the benefits of using Kabrita Goat Milk Toddler Formula?**

Kabrita Goat Milk Toddler Formula is fortified with vitamins and minerals growing toddlers need. Due to the smaller and softer curds formed in the tummy, goat milk protein may result in less digestive discomfort than cow milk protein and may be well tolerated by children with cow milk sensitivity.

### **Can I give Kabrita to my child with a confirmed cow milk protein allergy?**

No. Kabrita Goat Milk Toddler Formula may be appropriate for children with cow milk sensitivity but should not be used by children with a confirmed cow milk protein allergy. Cow milk protein allergy affects 2-3% of children under 6. These children should avoid goat milk because goat milk protein may also provoke an allergic reaction. We encourage parents to work with a healthcare provider in order to determine whether their child's symptoms stem from an allergy or sensitivity.

### **Are Kabrita products suitable for children with lactose intolerance?**

Children with diagnosed lactose intolerance should not consume Kabrita products. All milk, including human milk and goat milk, contains lactose as the main carbohydrate source and lactose is molecularly identical in all milk. Many children do experience digestive discomfort related to cow milk consumption, however, lactose intolerance in infants and toddlers is uncommon.

### **How do I prepare Kabrita formula?**

You can find preparation and mixing instructions on the back of the formula tin, and on our blog. For every 2 oz of water add 2 scoops of powder. Be sure to fill the bottle with water before adding any powder to ensure accurate measurement. Adding water to powder can over-concentrate the formula.



## Puffs

### **Are Kabrita Snack Puffs with Goat Cheese organic?**

The puffs are made with 70% organic ingredients (corn and sunflower oil). The high-quality Dutch goat milk used for the goat cheese powder is free from hormones and antibiotics.

### **Are Kabrita Snack Puffs with Goat Cheese free from preservatives?**

There are no added preservatives, artificial colors or flavors in the puffs.

### **Who are Kabrita Snack Puffs with Goat Cheese for?**

Any little one 9 months and up can enjoy the puffs. They also make for a great school snack!

### **Are Kabrita Snack Puffs with Goat Cheese nut-free?**

Yes, they are, and they are also made in a nut-free and peanut-free facility.

## Porridge

### **I thought babies can't have goat milk under one year old.**

Neither cow nor goat's milk are suitable as a sole source of nutrition for babies – breastmilk or an iron-fortified infant formula should be used under one year of age. If there is no risk of a milk allergy, most babies can begin to experiment with small amounts of dairy as a complementary food around 6 months of age, in consultation with their healthcare provider.

### **Can I add breastmilk to make the porridge?**

Kabrita Goat Milk Porridge is designed to be mixed with water. We recommend following the preparation directions on our packaging. If you desire to add breastmilk to the porridge, please consult with your healthcare provider.

### **Is Kabrita Porridge fortified with Iron?**

Kabrita Porridges are naturally easy to digest and made with organic whole grains and goat milk. Our porridges are not fortified with iron; they are a natural source of protein, calcium, zinc and selenium.



If you'd like to learn more about any of our products, please visit [kabritausa.com/product-FAQ](https://kabritausa.com/product-FAQ)

# Testimonial

“ River was experiencing a lot of colic, reflux, weight loss, discomfort, and constipation after we weaned from breastmilk to formula. She has always been a happy baby, but we noticed a change in her mood, and she became more fussy, she was crying a lot more often and she started to refuse foods.

[When transitioning to Kabrita], not only did she **love the taste**, but she immediately started to become a **happy baby** again and her **tummy troubles have improved significantly**. I love that Kabrita is not only full of all the great things for your baby, but they also care about the health and well-being of your child. ”

- Andi A, Kabrita Mom

To read more stories from Real Kabrita Parents, visit our blog [kabritausa.com/blogs/nourish-blog](https://kabritausa.com/blogs/nourish-blog)

Kabrita Real Parent Story series is for information purposes only. It's not meant to treat, cure, or diagnose any health issues.



Andi A, Kabrita Mom

# Parents Love Kabrita Goat Milk Toddler Formula, over 900 5-star reviews!



"Best formula on the US market!"

"OMG, this stuff is amazing"

"Easy switch"



"I'll never use anything else!"

"A go-to formula"

"Great options for sensitive babies"

"Excellent weaning or supplementing formula"



# Work with us!

Kabrita USA has been featured in traditional print media, various online channels, and has partnered with well-known media outlets, as well as authentic users.

Visit our press page to learn more [kabritausa.com/press](https://kabritausa.com/press)

Have questions? Interested in featuring Kabrita?  
Curious about how we partner?  
Don't hesitate to reach out, we'd love to hear from you!

**General inquiries:** [hello@kabrita.ca](mailto:hello@kabrita.ca)

**Media inquiries:** [press@kabrita.ca](mailto:press@kabrita.ca)

**Facebook/Instagram/TikTok:** @hellokabrita

**YouTube:** /KabritaGoatMilkFormula

**Hashtags:** #Kabrita #KabritaKid

**Affiliate Sign Up:** [kabritausa.com/pages/affiliate](https://kabritausa.com/pages/affiliate)

**Website:** [kabritausa.com/press](https://kabritausa.com/press)

**KABRITA USA PRESS KIT**

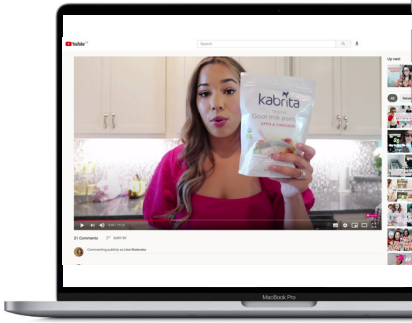


Summer 2020 Issue of Green Child Magazine



TinyBeans In-app Sponsored Article

Sponsored YouTube Video & Social Post with influencer Michelle Meeker



Social Post and Podcast with Baby-Led Wean Team



EP 62

**GOAT MILK, GUT HEALTH AND SKIN SYMPTOMS**

WITH ANNIE SALSBERG, MSC (CAND) ND

