

demeter



Holle
biodynamic
since  1934



**Growing up with
nature's best.**

Organic baby food of the highest quality





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Dear parents,

You can only really understand what it means to hold a baby in your arms and be responsible for this miracle once you have one. Then, **a beautiful and exciting time** begins in which many parents become aware of how difficult it is to make the right decisions for this new little life each day.

We at Holle do our best to support you and your family in this important phase. We would like to let you know in detail why you are making an **all-round good decision** with our products over the following pages.

You will also discover lots of interesting facts about **our philosophy, values and products**, as well as numerous **practical tips** on baby and child nutrition, at www.holle.ch.

With best wishes,
The Holle team



THE SIX PRINCIPLES BEHIND OUR THOUGHTS AND ACTIONS

Sustainable from the beginning

PARTNERSHIPS

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The ear of a corn perfectly symbolises how we view the concept of sustainability. It represents the origins of the Hölle brand, which started processing grain in line with biodynamic standards over 85 years ago. It is also used in our company logo. The ear also represents the fruit that can be grown thanks to our holistic, future-oriented thinking and action: a sustainable, social and fair future.

From the beginning, we have supported pregnant women and young families from the infant years to nursery – and sometimes even beyond. Pure recipes without additives, raw materials from organic farms with whom we maintain long-term, fair partnerships, as well as protecting the soil, animals and the environment. We feel profoundly committed to all these principles. Like the grains of an ear of wheat, they are tightly interwoven.

We are thus convinced that we can only be useful and sustainable if we respect this holistic nature and live it as a company philosophy.

For us, this means being **Sustainable from the beginning.**



Long-term partnerships are the hallmarks of our cooperations with Demeter farmers.

BIODYNAMIC FARMING AND PARTNERSHIPS

Caring for one another



Holle is a Demeter pioneer in the manufacture of baby food. Wherever possible, we use raw materials from biodynamic agriculture.

Building an environmentally sustainable future

Organic and biodynamic farming is based on the concept of a sustainable cycle. We have been biodynamic since 1934. The majority of our products feature the Demeter label. In this way, we promote healthy and regenerative methods of cultivation that give more back to the soil than they take from it and help to promote biodiversity. This means that we are actively shaping our future ecological sustainability

Business based on respect

Long-term and reliable partnerships based on fairness, honesty and ethical, sustainable procurement of raw materials result in respectful supply chains. This, in turn, guarantees the quality of our products and is an important factor in ensuring the future viability of our business.



From the field to the store shelf: our cooperation with employees and partner farms is characterised by trust, respect and appreciation in our family business.

demeter

What makes Demeter so special?

Demeter is the trademark for products from biodynamic farming. Only strictly controlled contract partners may use it. The Demeter guidelines go far beyond those of controlled biological farming.

- ✓ Natural cycle management without exploitation of the soil
- ✓ Quality instead of quantity
- ✓ Animal welfare
- ✓ Avoiding animal hormones and growth regulators
- ✓ Natural manures and rejection of all chemical herbicides and pesticides
- ✓ Especially gentle processing and no use of chemical additives





Children discover a variety of flavours at their own pace – without the distraction of unnecessary ingredients. Our demand: quality above quantity. This includes the rejection of genetic engineering.

PRODUCT RESPONSIBILITY



Safe, holistic eating

Infants and children have special requirements when it comes to their diet. They need simplicity in terms of range and selected recipes that meet their requirements – made from the best raw materials and in accordance with the highest food safety standards.

Promoting healthy & sustainable nutrition

We produce organic baby food and nutrition products of the highest quality. In this way, we promote healthy and sustainable nutrition from the very beginning. Our simple, yet varied range of natural products made with a small, high-quality selection of seasonal and regional raw materials fulfil the nutritional needs of infants and small children.

Certainty about everything

The manufacture of baby food is already subject to strict legal guidelines. We achieve our especially high Holle quality level by using raw materials from organic cultivation, as well as care in their processing. Seamless control examinations along the production chain are based on the latest scientific and technological research.





MANAGEMENT AND TOGETHERNESS

Working together, influencing together



For us, sustainable management means constantly re-evaluating environmental, social and economic issues in the interests of people and nature. For several decades now, we have been developing not only our extensive knowledge regarding sustainable corporate governance and organic baby food, but also our customers' trust.

Acting in accordance with our values

Sustainable management from the origin of the raw materials to the finished product is the company philosophy that we have been putting into practice for more than 85 years. As a family-run Swiss company, we have attached a great deal of importance to sustainability, honesty and transparency right from our very beginnings.

Standing up for people & society

Meaningful work, involvement, lifelong learning, trust and appreciation – these are the pillars of the sense of togetherness at Holle. As a family business, equal opportuni-

ties and quality of life are just as important to us as providing digital ways of working. We are working hard to create a better society with fundraising projects organised by our employees and our company philosophy.



ENVIRONMENT

Protecting the climate and saving resources



As a manufacturer of baby food, protecting the environment and climate is one of our most important tasks. We conserve resources using various measures and have made a valuable contribution to climate protection for many years. And we're taking this one step further: our milk formulas are already climate positive and other products will follow suit.

We are acting in the interests of future generations by cooperating with our Demeter farmers to reduce our CO₂ emissions even during the cultivation phase. The biodynamic method of farming gives more back to nature than it takes: it conserves resources, keeps soil healthy and helps to store a significant amount of greenhouse gases. Furthermore, in 2013 we began to make our milk formulas climate neutral. We are now going one step further and making all of our milk formulas climate positive.



Baby food without a footprint: our grain and muesli products and pouches are already manufactured in a climate-neutral way. Moreover, our milk formulas are climate positive.

What does 'climate positive' mean?

In short: we compensate for more greenhouse gases than we have generated in this area, resulting in a net positive for the climate. After all, we believe that we need to go further to achieve the objective defined in the Paris Climate Agreement of limiting global warming to 1.5 degrees Celsius.

From climate neutral to climate positive

Climate neutral since 2013

CO₂ neutral

Climate positive from now on

 **climate positive**

CLIMATE POSITIVE

Step by step to a positive future for our grandchildren



An important component of our sustainability strategy is regional and international CO₂ reduction projects as well as internal company measures, such as our packaging.

Kariba forest protection project

The Kariba forest protection project in Zimbabwe is one of our many CO₂ reduction projects that we support together with our partners. Each year, the project in the Kariba forest region offsets more than 3.5 million tonnes of CO₂, thus protecting around 785,000 hectares of forest, along with many endangered species. It also offers the local population additional sources of income and improves living conditions in the region over the long term.



You can find out more about this international project, additional regional projects and our climate positive strategy at holle-climatepositive.com



Responsibly packaged

We use resources carefully, which is why we look at the whole manufacturing and supply chain. Our packaging concept is also rooted in our sustainable values, saves materials and protects valuable resources along the entire value chain. For our folding box packaging, we rely mainly on solid cardboard with a high proportion of recycled material – between 85 and 95%. We are continually optimising our packaging and work hand in hand with our suppliers here.



Our sustainable path

We have a keen sense of the responsibility we bear. Environmental and climate protection are serious tasks and our children rely on us. This is why we constantly work on conserving resources and protecting the climate. We are continuing on our path towards sustainability and are following our aim of making more of our products climate positive.

OUR DIVERSE RANGE

The highest organic quality for baby food

Infant milk formulas



Cereals and milk cereals



Kids Range



Snacks



Jars



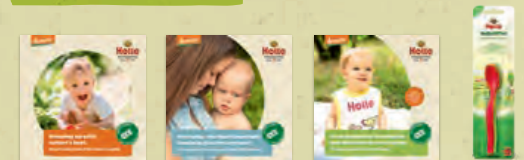
Pouches



Drinks & Weaning Oil



Accessories and guides



INFANT MILK FORMULAS

Optimally nurtured from the very beginning

Holle is the first Demeter manufacturer for infant formula. You can rely on our comprehensive expertise in this area in good conscience. Your baby will be optimally nurtured at each developmental stage.

Important note

Breastfeeding is the best thing for your baby because breast milk provides your child with all the important nutrients they need for growth and development. A wholesome diet for the mother during pregnancy and lactation is particularly important. If breastfeeding does not work or is not sufficient, infant formula can be used.

Please be aware that an increase in the provision of infant formula can be detrimental to milk production. If you make the decision not to breastfeed your baby, it is physiologically difficult to undo this decision. If infant formula is used, we would like to point out that it is important for the health of your baby to precisely follow the directions for preparation and storage.

*legally required for milk formulas



Contains DHA*:

DHA (docosahexaenoic acid) is a long-chain, polyunsaturated omega-3 fatty acid that can also be found in breast milk.

Holle organic milk formulas contain high-quality cow's or goat's milk – to Demeter quality wherever possible. For Holle A2 organic milk formulas, we use A2 milk from specially selected cows that naturally produce only the A2 protein type.

Healthy development

If breastfeeding is not possible or is insufficient, our formula reliably provides your baby with all the nutrients they need for healthy development to the highest organic quality.

The organic palm oil for our infant milk formula made from cow's milk is produced in a sustainable and fair way in Colombia and Brazil. More details at www.holle-nachhaltigkeit.ch

And Holle organic formulas from goat's milk also offer all the important vitamins, minerals and nutrients for the individual development of your child. Our improved recipe with wholesome organic full-cream goat's milk make it possible for us to dispense with using palm oil.



CEREALS AND MILK CEREALS

Wholegrain for full flavour

Our organic grain cereals are manufactured from the full grain kernel, retaining natural vitamins, minerals and fibres.



The carefully selected grain in our cereals is gently opened and finely ground for baby's maturing digestive system. Our range includes a wide variety of cereals, including both single and multi-grain cereals. Our ready-made milk cereals are particularly convenient. They only require the addition of hot water to offer a wholesome meal. Thanks to our wide assortment, you can easily customise your child's weaning food to their individual needs and preferences.

High-quality junior mueslis

For babies from ten months, Holle offers organic junior mueslis. The fine pieces in the wholegrain cereal mix absorb milk especially well and are



Start with a gluten-free porridge such as millet or rice flakes and expand spoon by spoon to include gluten-containing varieties for evening and afternoon cereals.

therefore easy to chew. Thus, our junior mueslis are ideal as part of the transition to family foods and offer a high-quality breakfast meal.

Variety and diversity on the table:

- ✓ cereals made from grain and fruit
- ✓ milk cereals, ideal for breakfast and as an evening meal
- ✓ both gluten-free and gluten-containing varieties
- ✓ gentle organic wholegrain flakes
- ✓ no added sugar¹
- ✓ simple preparation



¹Ingredients contain naturally occurring sugars

Savour diversity spoon by spoon

Our extensive range of jars offers a large selection for each developmental stage during the weaning phase.

The Holle jar range is based on general recommendations for transition to solids. As a practical overview, you can download our Weaning Guide at www.holle.ch free of charge.

New taste territory

Holle promotes the development of your child's natural sense of taste with recipes

- ✓ no added sugar¹
- ✓ without added salt
- ✓ without unnecessary spices



¹Ingredients contain naturally occurring sugars

Important tip:

To ensure that important vitamins and fatty acids are optimally absorbed, you should add a little Holle organic weaning oil to fat-free jars. In addition, the oil provides plenty of energy, which your child needs at this age.

that are as simple as possible. In this way, the individual taste of the respective ingredient can be experienced as it is.

Depending on your child's age and preferences, we offer a wide range of fruit and vegetable jars through to simple baby menus for a healthy, varied and balanced weaning phase.



Pure flavour

Discover the Holle pouches made from the best ingredients to Demeter quality.

- ✓ finely pureed
- ✓ no added sugar¹ or salt, no flavourings, preservatives² or colourings²
- ✓ suitable for children under one year of age
- ✓ pure recipes for a natural flavour experience

The varied but simple recipes are designed to meet the needs of babies and small children.

Fruit and vegetable pouches to the best Demeter quality

Whether pure fruit, fruit with cereal, fruit with vegetables or just vegetables – all the delicious varieties contain no added sugars¹, flavourings, colourings² or preservatives². So puree fans both big and small can experience the natural flavour of the ingredients mess-free – at home or on the go. The lovingly elaborated illustrations and wild, fanciful names whet the appetite!



Tip:

Mixed with other pulped foods, the puree ensures a delicious fruit or vegetable note. An ideal afternoon snack: a pouch alongside a Holle baby rusk or baby biscuit

Organic yogurt pouches

Our organic yogurt pouches in four different varieties provide the delicious taste of yogurt with fruit puree and are perfect for snacks and on the go. They have been developed to meet the special nutritional needs of babies aged from eight months.

Recyclable packaging for the yogurt pouches

The packaging is made from polypropylene monomaterial and is free of aluminium. This makes the packaging easy to recycle and helps to protect the environment. Thanks to our special manufacturing process, the yogurt pouches with selected organic ingredients do not have to be stored in the refrigerators, making them convenient when on the go, for snack time and everywhere else you might need to take them.

- ✓ non-refrigerated
- ✓ no added sugar¹ or salt, no flavourings, preservatives² or colourings²
- ✓ from the eighth month – tailored to the special nutritional needs of babies
- ✓ tasty, simple animal-themed recipes with fine fruits and yoghurt



¹Ingredients contain naturally occurring sugars ²By law

Flavourful addition during the breastfeeding and weaning phase

Ensure sensible diversity with our additional assortment of teas and oil.

Our breastfeeding tea can support milk production: it is used from the end of pregnancy and during the entire lactation period. Breastfeeding and baby teas ensure a balanced fluid level in lactating women or babies and small children.

Holle baby water is a natural non-carbonated mineral water. With its balanced mineral content, it meets the special needs of babies and is ideal for the preparation of baby food.

- ✓ mild, aromatic herbal blends
- ✓ from organic cultivation
- ✓ unsweetened



- ✓ ready to use, no need to boil
- ✓ non-carbonated
- ✓ low in sodium

Holle offers two valuable options for your baby: olive oil and weaning oil.



The weaning oil is an important supplement for babies' nutrition because infants in the first year of life have a higher energy requirement. Our weaning oil contains high-quality essential fatty acids and improves the absorption of fat-soluble vitamins in the body.

- ✓ top quality
- ✓ cold-pressed
- ✓ contains oleic acid – an omega-9 fatty acid
- ✓ fruity, slightly bitter and slightly spicy taste
- ✓ helps children to develop a taste for a variety of flavours



- ✓ from rapeseed, sunflower and hemp-seed oil
- ✓ cold-pressed
- ✓ with valuable gamma linolenic acid

SNACKS

First nibbles for little gourmets

Whether biscuits, crackers or fruit slices – our snacks are available in many delicious flavours. And are also easy to hold for the littlest hands – and from there to the mouth.

They are nutritionally tailored to the needs of small children – naturally with the best ingredients to organic and Demeter quality. To crunch, nibble and take with you wherever you go.



- ✓ snacks from the sixth month
- ✓ no flavourings, colourings¹ or preservatives¹
- ✓ no added sugar² or salt
- ✓ selected ingredients to Demeter and organic quality
- ✓ ideal for between meals and on the go



Enjoy in one bite: our tasty snacks.



Crunch away

We offer a comprehensive range of snacks to Demeter quality. We use raw materials made from biodynamic agriculture wherever possible.



¹ By law ² Ingredients contain naturally occurring sugars

COOL FOR KIDS

Tasty and fruity: snacktime for kids



Play, cavort, discover new things: new paths are opening up for the older ones among the little ones. Holle organic snacks for children from three years of age.

Ideal to take along, to pack and to snack on.



Holle kids teas: fun fruity tea enjoyment in proven Holle quality



Appetising snacks

Less salty, free from added flavourings and sweetened only by fruits, these snacks are nutritionally tailored to meet the needs of children from three years of age. Natural herbs, spices and fruits used strengthen taste development.

- ✓ for children from three years of age
- ✓ with organic vegetables and organic cereals
- ✓ delightfully tasty with sweetness from fruits
- ✓ exciting taste variations
- ✓ less salt
- ✓ without added sugar¹



¹Ingredients contain naturally occurring sugars



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Do you have questions for us?

If you have further questions on feeding your child or about our products, please contact our Holle nutrition service by telephone or email. We will be delighted to call you back.

How to reach us:

Holle nutrition service: +41 (0)800 6622 110

Holle contact form: www.holle.ch

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