

100% Oat

### Our special HiPP ingredients

100% wholemeal oat flour\*, vitamin B<sub>1</sub>,

\*from organic production.

### Different ways to prepare HiPP Baby Cereal

#### Preparation using formula



Boil fresh drinking water and allow it to cool down to about 50 °C\*. Prepare approximately 200 ml of the HiPP formula you are currently using (as if you were preparing a feeding bottle).



Put 3-4 tablespoons (22 g) of HiPP Baby Cereal into a bowl.



Add the prepared formula and stir.



Leave to stand to thicken until it reaches the desired consistency. Check temperature.

#### Preparation as a dairy-free cereal with fruit

Boil 100 ml of water and allow it to cool down to approximately 50 °C\*. Put 2 heaped tablespoons (11 g) of HiPP Baby Cereal into a bowl, add the water and stir. Add 100 g of HiPP Fruits (e.g. Williams Pear) and one teaspoon of rapeseed oil and stir. Leave to stand to thicken until it reaches the desired consistency. Check temperature.

#### Preparation using milk & water

Pour 100 ml full cream milk and 100 ml of water<sup>1</sup> into a pot and bring to the boil. Allow it to cool down to approximately 50 °C\*. Put 3-4 tablespoons (22 g) of HiPP Baby Cereal into a bowl. Add the cooled liquid and stir. Leave to stand to thicken until it reaches the desired consistency. Check temperature.

\*For perfect solubility: do not use too hot water for preparing the cereal

<sup>1</sup> Adding water is necessary to reduce the protein content of cow's milk to a level suitable for children!

### Nutritional information

	per 100 g	per portion*
energy	1,736 kJ 411 kcal	636 kJ 151 kcal
fat (of which)	7.0 g	4.7 g
- saturates	1.3 g	2.4 g
carbohydrate (of which)	71.2 g	20.4 g
- sugars <sup>1</sup>	1.5 g	5.0 g
fibre	7.8 g	1.7 g
protein	12.0 g	5.9 g
salt <sup>2</sup>	< 0.05 g	0.05 g
sodium	< 0.02 g	0.02 g
vitamin B <sub>1</sub>	1.6 mg (320%**) 0.39 mg (78%**)	

<sup>1</sup>sugars occur naturally in the ingredients

<sup>2</sup>calculated from the natural salt content of the ingredients used

\*22 g powder + 100 ml water + 100 ml full cream milk (3.2% fat)

\*\*% of the Nutrient Reference Value (NRV)

Depending on the method of preparation, the nutritional value per portion may vary.

### For your baby's safe and well-balanced diet

- ✓ vitamin B<sub>1</sub>\* – supports the nervous system
- ✓ valuable wholemeal cereal (contains gluten)

\*as required by law

### What we leave out

- ✗ added sugars<sup>1</sup>
- ✗ flavourings
- ✗ colouring agents\*
- ✗ preservatives\*

<sup>1</sup>sugars occur naturally in the ingredients

\*as required by law

### Important information

- It is important for your baby's health that you follow the instructions carefully and adhere to the indicated quantities when preparing their cereal.
- Always feed the cereal from a spoon and prepare it freshly each time.
- Close the opened sachet tightly after each use, store in a dry and hygienic place at room temperature and use up within 3-4 weeks.
- Please do not warm up the cereal in the microwave (risk of scalding!).
- Please make sure to brush your baby's teeth regularly after they get their first tooth.
- Please pay attention to your baby's balanced diet and healthy way of living.

### An idea becomes a company philosophy

At HiPP, a family-run business, we have always followed the principles of "living in harmony with nature". As early as the 1950s, we began growing cereals and fruit on untreated soils in order to produce the first ever organic Bircher muesli.

True to our beliefs, the family farm was converted to organic farming and our ecological concept was continuously developed. As a pioneer of organic farming, Claus Hipp worked hard to convince more and more farmers of his idea.

"A healthy and sound environment is of great value to all of us, but even more so for our children and their development: Doing everything we can to preserve it is the greatest gift we can give to future generations."

Stefan Hipp, Claus Hipp's son and fourth generation company owner, also remains true to these principles and is continuing the long family tradition of organic farming.



Stefan Hipp

### If you have questions about your baby's diet, please contact:

Hipp Austria GmbH  
Theresienthalstraße 68  
4810 Gmunden, Austria

Produced in Croatia

e 200 g

Please open here

Production date:  
Best before:

100% Oat

NO TEXT

07\_1010EM  
FS2 11/19

FROM  
**4**  
MONTHS



# HiPP

## ORGANIC BABY CEREAL

### 100% Oat

no added sugars

without milk

Vitamin B<sub>1</sub>  
as required by law



ORGANIC



HR-EKO-07  
EU/non-EU agriculture

The HiPP Organic Seal guarantees the highest quality standards, which even exceed those of the EU.

### HiPP's supreme quality

- ♥ more than 60 years of experience in organic farming.
- ♥ the strictest controls by our quality lab, which is one of the leading labs in Europe
- ♥ stricter limit values than required by law
- ♥ non-GMO\*
- ♥ natural organic cereals – cultivated without the use of chemically synthesised pesticides or fast-acting fertilisers\*

Stefan Hipp

\*in accordance with the EC Organic Farming Regulation

### Eco-friendly packaging



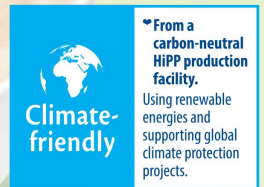
Cardboard made from recycled paper



Cardboard & foil sachet can be disposed of separately



Vegetable-oil based printing inks – mineral oil-free



From a carbon-neutral HiPP production facility.

Using renewable energies and supporting global climate protection projects.

Contents may settle during shipping. Packaged in a protective atmosphere.

Best before: see top of pack

Organic Cereal Pap  
Oat

AL3017-02 e 200 g

AL3017-02



9 062300 139829

### Freshness guarantee:

The foil sachet ensures optimal freshness and aroma protection. This product left our factory in perfect condition – please make sure the packaging is undamaged before consumption. Foil sachet and cardboard box must be recycled separately. Store in a dry place at room temperature and use up within 3-4 weeks.

Best before (if unopened and stored properly): see top of pack