



HAPPYBABY™

fresh frozen organic
baby meals

THINK OUTSIDE THE JAR™

WHY FROZEN?

As you've surely noticed by looking at HAPPYBABY foods, freezing preserves the components in fruits and vegetables that provide their vibrant color.

What you can't see is that **freezing preserves the nutrients, too**. Other methods of processing and preserving can break these nutrients down as a result of post-harvest handling and exposure to heat, light and other elements. **Some research shows that frozen fruits and vegetables are at least as nutritious as fresh fruits and vegetables, if not more.** In one study, when comparing frozen green beans with fresh, researchers found that the frozen green beans had more than twice the vitamin C as green beans that had been displayed in the store and then stored in the fridge before eating.

Happy Babies (and adults too!) find the fresh color and flavor of frozen food to be very appealing. It's not surprising that its color is more vibrant than heat-processed foods—freezing literally locks in pigments and nutrients.

Moms and dads know that the way frozen baby food is packaged makes it especially **convenient to use** and also **creates less waste** than some other packaged baby foods.

Less wasted packaging and less wasted food. Pop out only as many cubes as you need. While you are traveling or shopping, HAPPYBABY can defrost naturally in a sealable container and be ready for baby's next healthy meal.

FOOTNOTES:

— Wu Y, et al. Vitamin C and Beta-Carotene in Fresh and Frozen Green Beans and Broccoli in Simulated System. Journal of Food Quality. 1992; 15:87.

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