

# Private Label

THE PUBLICATION FOR STORE BRAND LEADERS

## Organic Options

By Elena Sullivan

*As the organic and natural craze spreads rapidly across the country, retailers are introducing private label organic and natural baby foods—providing just one more reason for shoppers to switch from national brands to private labels.*

Organic 'adult' food is all the rage in supermarkets; however, organic baby food is catching up in popularity. Babies need extra care and protection to grow strong; they need the most nutritious and healthy foods. Therefore, if parents feed their children organic products, they can be more confident that their precious children are receiving food with ingredients that were not treated with noxious pesticides. Since commercial baby food is often made of condensed fruits or vegetables, it is at risk of containing concentrated amounts of pesticides compared with the original ingredients.

Many people are wary of buying organic products because of higher prices than non-organic products. However, now that retailers are rolling out organic and natural PLs, shoppers can expect to pay less money if they purchase store brand baby food rather than national brands.

### Baby Food Galore

Safeway, Pleasanton, CA; Wal-Mart, Bentonville, AR; and Giant Eagle, Pittsburgh, PA; are three examples of retailers catering to shoppers looking for premium high-quality organic baby food.

Safeway tops the list with its collection of *O* Organics baby food, which features an assortment of items for toddlers and babies. One variety is its organic Little Fruits for toddlers. Little Fruits are bite-size freeze-dried snacks made from 100% organic fruit and no artificial colors or flavors are added. Included in the line are fruits such as bananas and mangos. Safeway also offers *O* Organics baby food with choices like organic vegetable lentil dinner. Adding to the organic options are juice packs that are 100% juice from concentrate, without sugar.



*O* Organics from Safeway does not have a shortage of baby food varieties available for consumers.

### Safeway PL Baby Care Spotlight

Safeway offers an impressive selection of organic and natural baby foods as well as other baby care products. Now, the retailer has introduced more store-brand incentives for parents.

The chain recently unveiled a line of store-brand baby products developed by moms, for moms. The mom to mom family of products features more than 80 items, including diapers, baby wipes, toiletries, lotions, and infant formula.

The mom to mom range was developed with the input and guidance of real moms—based on what they need and want most in products to care for their babies such as two key attributes—gentleness and ease-of-use. For example, mom to mom baby wipes are hypoallergenic; and come in a flip-top package with a wide dispenser developed for access with one hand during diaper changing or feeding. Toiletry items such as baby wash and baby lotion are in wide-bottom bottles to avoid tipping and spilling.

“The mom to mom line reflects the truth of the adage ‘Mother Knows Best,’” said James White, Senior vice president of Consumer Brands. “On Mother’s Day, we are introducing great products that not only meet the needs of moms and their babies, but exceed them.”

The company also will feature parenting tips from experienced moms on store displays and shelf talkers near the mom to mom products. One such tip is: “Sing a silly song: This trick will distract little squirmers on the changing table—making the experience more enjoyable for both of you.”

Mothers can also find the tips and other information about the line on a website dedicated to the product line—[www.momtomom.com](http://www.momtomom.com).