



# Cub food

**FREE-FROM | FOOD FOR KIDS**

# Who is Cub?



Cub is a smart kid who has food allergies. Cub wants to be like every other kid, enjoy school, enjoy life, enjoy his friends and family. Cub is an explorer who loves travelling. Cub doesn't want to be defined by his allergies.

Cub Food is a range of free-from food for children, food they love and can enjoy without anxiety. Our goal is to help manage the anxiety, not to eliminate it.

It would be great if we never felt anxious or worried? Sorry to burst the bubble but that's not a realistic goal for anyone. The best way you can help children like cub with food allergies navigate anxiety is to help educate them learn to accept its presence, understand it, and develop skills to manage it. It's those anxious feelings that can also be a positive tool, reminding kids to assess risk, and motivate them to cope in order to make it through uncomfortable situations.

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# What's for dinner?

With the 300% rise in children's food allergies in the last two years we have worked hard to design the food and menus we offer kids with this in mind. Much of the food is allergen-free, all Cub Food is gluten, dairy, tree nut, peanut, sesame-free as standard.

We offer a great range of vegan options in addition to meat-based meals which is all red tractor as a minimum standard.

## Kids need veg

Children have very sensitive palates. Often things adults find easy to eat might be bitter or have an odd texture to kids. We therefore have worked to remove those bitter notes, hiding vegetables within sauces. Cub thinks we are tricky but its important to encourage children to eat fruits and vegetables however it might be disguised!

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## Tested by kids

In the creation of Cub Food, we have tested the various dishes by letting children taste them. Kids are so honest; they have no filters and no trouble telling you when they don't like something. We have tried and failed and tried again in order to create a range of children's food we are proud to call our own and we know first-hand kids love it.

## How kids eat

Younger kids don't like foods to touch so we have some creative ways of keeping things apart, they are also frequently not adept with using cutlery so like to pick up food, much of our food is designed with this in mind.

As children get a bit older, they mostly like to eat properly and emulate their parents. They move on to more sauces and if encouraged, slightly more exotic flavour profiles. There is a world of flavour, we like to encourage children to try new tastes and have created kids world flavours to do just this.

# Children's Nutrition



Children have very different nutritional needs to adults. Nutritional data on packs is based on adult daily allowances recommended and not children. We are working to create nutritional data for children showing how much they should and should not be having of carbohydrates, fats, sugars, salt and the vitamins and nutrients they need for life.

## Set for life



Inspiring healthy eating is important encouraging children with food allergies to check everything is paramount, therefore we think cautious exploration is the right approach. Encouraging children to try new things only when they know its safe for them to do so. Getting children to understand and know the ingredients they cannot have, understand food allergen labelling and read ingredients lists it an important early lesson.

**No Label - No Information – No Eat - is our policy.**

Eating well encourages children to have good habits that will stand them well in life as they grow, make it fun too and it goes a long way.



A photograph of two young children, a girl and a boy, smiling and holding up brown paper bags. The bags feature the 'Cub Food' logo. The girl on the left is holding a smaller bag, and the boy on the right is holding a larger bag. The background is blurred, showing what appears to be a Christmas tree with lights.

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A cartoon bear wearing a tan hat and a red neckerchief, positioned above the 'Cub Food' text on the larger bag.

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## Contact us

Cub Food is part of the  
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