

2024 UK COMMERCIAL BABY FOOD NPPM SCORECARDS



Sampling and evaluation methodology

Product sampling:

Products were sampled as detailed in the *Commercial Baby Foods in Crisis Summary and Technical reports*.^{1,2} In brief, baby and toddler food/drink products listed on websites of the 5 largest UK grocery retailers (Jun-Aug 2024) were included. Analysed data were sourced directly, or calculated, using on-pack data from retailer websites.

NPPM scorecard evaluation:

- Product evaluations have been made against the WHO Nutrient & Promotion Profile Model (NPPM).³
- NPPM scores were generated based on assessment of each NPPM criterion and are presented as:
 - Nutrient NPPM score
 - Marketing NPPM score
 - Overall NPPM score (nutrient + marketing scores)
- Scorecards were prepared for any brand in the dataset with at least 10 products.
- Assessments represent product portfolios, as sampled from websites in Jun-Aug 2024, and do not reflect all available products on the market.
- Any errors or omissions are an unintentional consequence of human error in data extraction or analysis.

Scorecard technical notes:

- Score pass rates (pass percents) were generated as $(x/y) \times 100$ where x represents the mean product score and y represents the mean potential maximum score, based on product category and characteristics.
- Variability in scores relates to individual product characteristics as evaluated using nutrient and pack information provided on retailer websites. It was not possible to grade some criteria where data were missing on packs. This applied to the 'added water' assessment (vegetable-only products) and the 'total fruit' assessment when the relative proportions of water/fruit were not reported. Note that products omitting reporting these proportions 'failed' the 'Ingredient list' assessment.
- Products without minimum age recommendations were not included in the '6-month minimum age' evaluation. This applies to 'kids' ranges that were marketed within baby food aisles of retailer websites and that are frequently found adjacent to other baby and toddler foods within stores. These products should list minimum age within the 36month bracket (and align accordingly with the NPPM) or specify +3 years on packs.

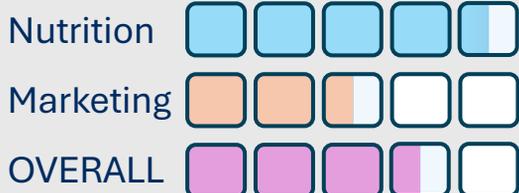
Contact: babyfoodnppm@leeds.ac.uk

1. Commercial Baby Foods In Crisis: Addressing Health, Marketing and Inequalities. SUMMARY REPORT. Dr Diane Threapleton, Ali Morpeth & Professor Janet Cade. April 2025. University of Leeds.

2. Commercial Baby Foods In Crisis: Addressing Health, Marketing and Inequalities. TECHNICAL REPORT. Dr Diane Threapleton, Ali Morpeth & Professor Janet Cade. April 2025. University of Leeds.

3. Nutrient and promotion profile model: supporting appropriate promotion of food products for infants and young children 6–36 months in the WHO European Region. Copenhagen: WHO Regional Office for Europe; 2022. Licence: CC BY-NC-SA 3.0 IGO

2024 Nutrient & Marketing Scorecard



1st most common brand (of 33)

116 products (18% of 632 baby foods sampled from 5 largest UK retailers in 2024)
75 (65%) products were in pouches with a spout

NPPM pass rates (rounded to nearest 10%), where 1 square = 20% pass rate and 5 squares = 100% pass rate

Note: scores are influenced product distribution as identified during data collection from retailer websites in summer 2024 and exclude confectionery/drinks

CATEGORY	NUMBER OF PRODUCTS					NPPM NUTRIENT SCORE (%)	NPPM MARKETING SCORE (%)	NPPM OVERALL SCORE (%)	
	TOTAL								
Dry cereals	0								
Dairy (no fruit)	0								
Fruit-based	42	6	36				89	42	62
Vegetable-only	7	7					89	37	57
Meals	41	15	26				93	61	79
Snacks	20	20					95	59	77
Confectionery	0						Inappropriate for sale		
Drinks	6	6					Inappropriate for sale		

Red = category NPPM pass score is less than the average score across all brands in the sample of 632 UK baby foods, correct as of Jun-Aug 2024 (i.e. this brand's products fall in the bottom half of products).

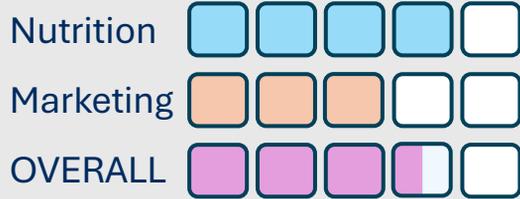
NPPM ASSESSMENT CRITERIA	NUMBER OF APPLICABLE PRODUCTS	NUMBER OF FAILS (%)
Energy density is low (too watery)	83	30 (36%)
Added water (in vegetable-only puree) too high	7	2 (29%)
Fat too high	110	2 (2%)
Sodium too high	110	5 (5%)
Protein density too low (meals)	41	1 (2%)
Named protein proportion too low (meals)	25	0
Contain added sugars	110	2 (2%)
High sugar in meals/snacks (over 15% of calories)	61	25 (41%)
High sugar and requires front-of-pack label*	49	41 (84%)
Snack portion excessive	20	2 (10%)
Lower age missing†	110	0
Lower age recommendation under 6 months	110	32 (29%)
Pureed & lacks '12m' upper age recommendation	70	70 (100%)
Spout packs lack warning not to suck	69	20 (29%)
Inappropriate pack claims and marketing	110	110 (100%)
Misleading product name	110	25 (23%)
Ingredient list lacks proportions	110	4 (4%)
Breastfeeding statement absent	110	110 (100%)

*Recommended when sugar provides ≥30% of calories (cereals, fruit, vegetable-only, dried fruit snacks) or ≥40% (dairy)

† Not included in NPPM marketing evaluation score



2024 Nutrient & Marketing Scorecard

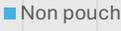
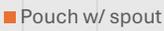


2nd most common brand (of 33)

91 products (14% of 632 baby foods sampled from 5 largest UK retailers in 2024)
23 (25%) products were in pouches with a spout

NPPM pass rates (rounded to nearest 10%), where 1 square = 20% pass rate and 5 squares = 100% pass rate

Note: scores are influenced product distribution as identified during data collection from retailer websites in summer 2024 and exclude confectionery/drinks

CATEGORY	NUMBER OF PRODUCTS					NPPM NUTRIENT SCORE (%)	NPPM MARKETING SCORE (%)	NPPM OVERALL SCORE (%)	
	TOTAL								
Dry cereals	19						91	73	81
Dairy (no fruit)	5						75	70	72
Fruit-based	22						83	71	76
Vegetable-only	2						63	50	55
Meals	37						90	43	70
Snacks	6						50	43	46
Confectionery	0						Inappropriate for sale		
Drinks	0						Inappropriate for sale		

Red = category NPPM pass score is less than the average score across all brands in the sample of 632 UK baby foods, correct as of Jun-Aug 2024 (i.e. this brand's products fall in the bottom half of products).

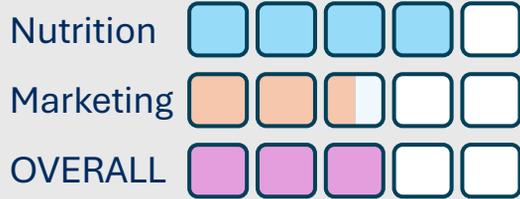
NPPM ASSESSMENT CRITERIA	NUMBER OF APPLICABLE PRODUCTS	NUMBER OF FAILS (%)
Energy density is low (too watery)	83	15 (18%)
Added water (in vegetable-only puree) too high	2	2 (100%)
Fat too high	91	0
Sodium too high	91	25 (27%)
Protein density too low (meals)	37	2 (5%)
Named protein proportion too low (meals)	27	1 (4%)
Contain added sugars	91	17 (19%)
High sugar in meals/snacks (over 15% of calories)	43	20 (47%)
High sugar and requires front-of-pack label*	48	25 (52%)
Snack portion excessive	6	6 (100%)
Lower age missing†	91	0
Lower age recommendation under 6 months	91	0
Pureed & lacks '12m' upper age recommendation	47	47 (100%)
Spout packs lack warning not to suck	23	9 (39%)
Inappropriate pack claims and marketing	91	91 (100%)
Misleading product name	91	18 (20%)
Ingredient list lacks proportions	91	50 (55%)
Breastfeeding statement absent	91	44 (48%)

*Recommended when sugar provides $\geq 30\%$ of calories (cereals, fruit, vegetable-only, dried fruit snacks) or $\geq 40\%$ (dairy)

† Not included in NPPM marketing evaluation score



2024 Nutrient & Marketing Scorecard



3rd most common brand (of 33)

56 products (9% of 632 baby foods sampled from 5 largest UK retailers in 2024)
29 (52%) products were in pouches with a spout

NPPM pass rates (rounded to nearest 10%), where 1 square = 20% pass rate and 5 squares = 100% pass rate

Note: scores are influenced product distribution as identified during data collection from retailer websites in summer 2024 and exclude confectionery/drinks

CATEGORY	NUMBER OF PRODUCTS					NPPM NUTRIENT SCORE (%)	NPPM MARKETING SCORE (%)	NPPM OVERALL SCORE (%)	
	TOTAL								
Dry cereals	0								
Dairy (no fruit)	0								
Fruit-based	20						94	49	67
Vegetable-only	6						85	46	59
Meals	14						83	42	66
Snacks	16						61	45	53
Confectionery	0						Inappropriate for sale		
Drinks	0						Inappropriate for sale		

Red = category NPPM pass score is less than the average score across all brands in the sample of 632 UK baby foods, correct as of Jun-Aug 2024 (i.e. this brand's products fall in the bottom half of products).

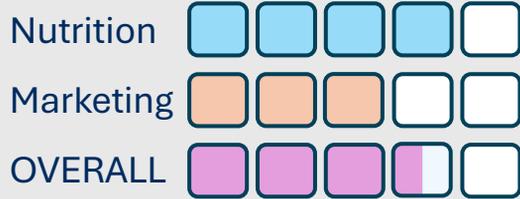
NPPM ASSESSMENT CRITERIA	NUMBER OF APPLICABLE PRODUCTS	NUMBER OF FAILS (%)
Energy density is low (too watery)	34	11 (32%)
Added water (in vegetable-only puree) too high	1	1 (100%)
Fat too high	56	0
Sodium too high	56	15 (27%)
Protein density too low (meals)	14	1 (7%)
Named protein proportion too low (meals)	11	0
Contain added sugars	56	11 (20%)
High sugar in meals/snacks (over 15% of calories)	30	16 (53%)
High sugar and requires front-of-pack label*	26	21 (81%)
Snack portion excessive	16	13 (81%)
Lower age missing [†]	56	0
Lower age recommendation under 6 months	56	12 (21%)
Pureed & lacks '12m' upper age recommendation	29	29 (100%)
Spout packs lack warning not to suck	29	0
Inappropriate pack claims and marketing	56	56 (100%)
Misleading product name	56	13 (23%)
Ingredient list lacks proportions	56	32 (57%)
Breastfeeding statement absent	56	56 (100%)

*Recommended when sugar provides $\geq 30\%$ of calories (cereals, fruit, vegetable-only, dried fruit snacks) or $\geq 40\%$ (dairy)

[†] Not included in NPPM marketing evaluation score



2024 Nutrient & Marketing Scorecard



4th most common brand (of 33)

49 products (8% of 632 baby foods sampled from 5 largest UK retailers in 2024)
0 products were in pouches with a spout

NPPM pass rates (rounded to nearest 10%), where 1 square = 20% pass rate and 5 squares = 100% pass rate

Note: scores are influenced product distribution as identified during data collection from retailer websites in summer 2024 and exclude confectionery/drinks

CATEGORY	NUMBER OF PRODUCTS					NPPM NUTRIENT SCORE (%)	NPPM MARKETING SCORE (%)	NPPM OVERALL SCORE (%)
	TOTAL							
Dry cereals	3					87	71	78
Dairy (no fruit)	0							
Fruit-based	2					100	55	74
Vegetable-only	0							
Meals	6					98	60	82
Snacks	36					78	57	68
Confectionery	2					Inappropriate for sale		
Drinks	0					Inappropriate for sale		

Red = category NPPM pass score is less than the average score across all brands in the sample of 632 UK baby foods, correct as of Jun-Aug 2024 (i.e. this brand's products fall in the bottom half of products).

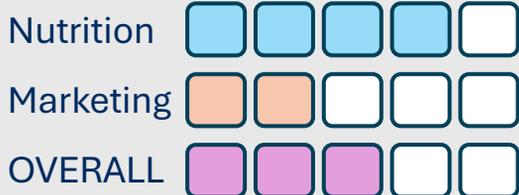
NPPM ASSESSMENT CRITERIA	NUMBER OF APPLICABLE PRODUCTS	NUMBER OF FAILS (%)
Energy density is low (too watery)	11	0
Added water (in vegetable-only puree) too high	0	
Fat too high	47	0
Sodium too high	47	0
Protein density too low (meals)	6	0
Named protein proportion too low (meals)	2	1 (50%)
Contain added sugars	47	22 (47%)
High sugar in meals/snacks (over 15% of calories)	42	14 (33%)
High sugar and requires front-of-pack label*	5	1 (20%)
Snack portion excessive	36	12 (33%)
Lower age missing [†]	47	0
Lower age recommendation under 6 months	47	0
Pureed & lacks '12m' upper age recommendation	0	
Spout packs lack warning not to suck	0	
Inappropriate pack claims and marketing	47	47 (100%)
Misleading product name	47	7 (15%)
Ingredient list lacks proportions	47	0
Breastfeeding statement absent	47	47 (100%)

*Recommended when sugar provides $\geq 30\%$ of calories (cereals, fruit, vegetable-only, dried fruit snacks) or $\geq 40\%$ (dairy)

[†] Not included in NPPM marketing evaluation score



2024 Nutrient & Marketing Scorecard



5th most common brand (of 33)

42 products (7% of 632 baby foods sampled from 5 largest UK retailers in 2024)
34 (81%) products were in pouches with a spout

NPPM pass rates (rounded to nearest 10%), where 1 square = 20% pass rate and 5 squares = 100% pass rate

Note: scores are influenced product distribution as identified during data collection from retailer websites in summer 2024 and exclude confectionery/drinks

CATEGORY	NUMBER OF PRODUCTS					NPPM NUTRIENT SCORE (%)	NPPM MARKETING SCORE (%)	NPPM OVERALL SCORE (%)	
	TOTAL								
Dry cereals	0								
Dairy (no fruit)	0								
Fruit-based	23						87	31	53
Vegetable-only	1						75	33	50
Meals	8						87	46	68
Snacks	7						61	37	49
Confectionery	1						Inappropriate for sale		
Drinks	2						Inappropriate for sale		

Red = category NPPM pass score is less than the average score across all brands in the sample of 632 UK baby foods, correct as of Jun-Aug 2024 (i.e. this brand's products fall in the bottom half of products).

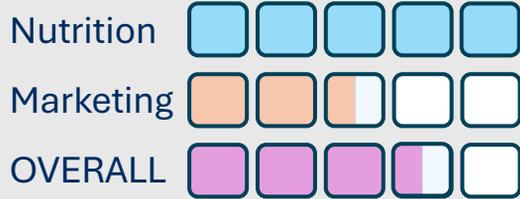
NPPM ASSESSMENT CRITERIA	NUMBER OF APPLICABLE PRODUCTS	NUMBER OF FAILS (%)
Energy density is low (too watery)	31	12 (39%)
Added water (in vegetable-only puree) too high	1	0
Fat too high	39	1 (3%)
Sodium too high	39	3 (8%)
Protein density too low (meals)	8	1 (13%)
Named protein proportion too low (meals)	4	0
Contain added sugars	39	7 (18%)
High sugar in meals/snacks (over 15% of calories)	15	10 (67%)
High sugar and requires front-of-pack label*	24	24 (100%)
Snack portion excessive	7	6 (86%)
Lower age missing [†]	39	9 (23%)
Lower age recommendation under 6 months	31	12 (39%)
Pureed & lacks '12m' upper age recommendation	32	32 (100%)
Spout packs lack warning not to suck	32	32 (100%)
Inappropriate pack claims and marketing	39	39 (100%)
Misleading product name	39	14 (36%)
Ingredient list lacks proportions	39	3 (8%)
Breastfeeding statement absent	39	39 (100%)

*Recommended when sugar provides $\geq 30\%$ of calories (cereals, fruit, vegetable-only, dried fruit snacks) or $\geq 40\%$ (dairy)

[†] Not included in NPPM marketing evaluation score



2024 Nutrient & Marketing Scorecard



6th most common brand (of 33)

39 products (6% of 632 baby foods sampled from 5 largest UK retailers in 2024)
0 products were in pouches with a spout

NPPM pass rates (rounded to nearest 10%), where 1 square = 20% pass rate and 5 squares = 100% pass rate

Note: scores are influenced product distribution as identified during data collection from retailer websites in summer 2024 and exclude confectionery/drinks

CATEGORY	NUMBER OF PRODUCTS					NPPM NUTRIENT SCORE (%)	NPPM MARKETING SCORE (%)	NPPM OVERALL SCORE (%)	
	TOTAL								
Dry cereals	4						100	64	80
Dairy (no fruit)	2						100	67	80
Fruit-based	7						93	41	64
Vegetable-only	2						100	17	44
Meals	24						96	44	75
Snacks	0								
Confectionery	0						Inappropriate for sale		
Drinks	0						Inappropriate for sale		

Red = category NPPM pass score is less than the average score across all brands in the sample of 632 UK baby foods, correct as of Jun-Aug 2024 (i.e. this brand's products fall in the bottom half of products).

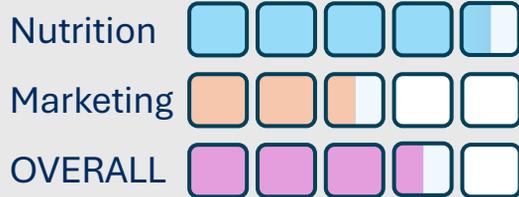
NPPM ASSESSMENT CRITERIA	NUMBER OF APPLICABLE PRODUCTS	NUMBER OF FAILS (%)
Energy density is low (too watery)	37	2 (5%)
Added water (in vegetable-only puree) too high	0	
Fat too high	39	0
Sodium too high	39	0
Protein density too low (meals)	24	2 (8%)
Named protein proportion too low (meals)	14	6 (43%)
Contain added sugars	39	0
High sugar in meals/snacks (over 15% of calories)	24	5 (21%)
High sugar and requires front-of-pack label*	15	6 (40%)
Snack portion excessive	0	
Lower age missing [†]	39	0
Lower age recommendation under 6 months	39	5 (13%)
Pureed & lacks '12m' upper age recommendation	21	21 (100%)
Spout packs lack warning not to suck	0	
Inappropriate pack claims and marketing	39	39 (100%)
Misleading product name	39	6 (15%)
Ingredient list lacks proportions	39	23 (59%)
Breastfeeding statement absent	39	39 (100%)

*Recommended when sugar provides $\geq 30\%$ of calories (cereals, fruit, vegetable-only, dried fruit snacks) or $\geq 40\%$ (dairy)

[†] Not included in NPPM marketing evaluation score



2024 Nutrient & Marketing Scorecard



7th most common brand (of 33)

30 products (5% of 632 baby foods sampled from 5 largest UK retailers in 2024)
13 (43%) products were in pouches with a spout

NPPM pass rates (rounded to nearest 10%), where 1 square = 20% pass rate and 5 squares = 100% pass rate

Note: scores are influenced product distribution as identified during data collection from retailer websites in summer 2024 and exclude confectionery/drinks

CATEGORY	NUMBER OF PRODUCTS					NPPM NUTRIENT SCORE (%)	NPPM MARKETING SCORE (%)	NPPM OVERALL SCORE (%)
	TOTAL							
Dry cereals	0							
Dairy (no fruit)	0							
Fruit-based	5	5				90	61	72
Vegetable-only	3	3				78	68	71
Meals	15	10	5			94	41	72
Snacks	7	7				91	54	73
Confectionery	0						Inappropriate for sale	
Drinks	0						Inappropriate for sale	

■ Non pouch

■ Pouch w/ spout

Red = category NPPM pass score is less than the average score across all brands in the sample of 632 UK baby foods, correct as of Jun-Aug 2024 (i.e. this brand's products fall in the bottom half of products).

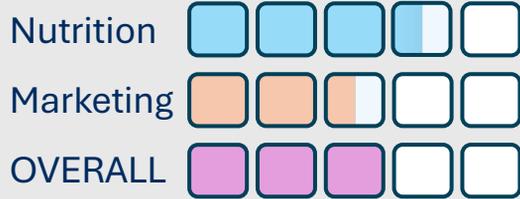
NPPM ASSESSMENT CRITERIA	NUMBER OF APPLICABLE PRODUCTS	NUMBER OF FAILS (%)
Energy density is low (too watery)	20	5 (25%)
Added water (in vegetable-only puree) too high	0	
Fat too high	30	0
Sodium too high	30	5 (17%)
Protein density too low (meals)	15	0
Named protein proportion too low (meals)	10	0
Contain added sugars	30	1 (3%)
High sugar in meals/snacks (over 15% of calories)	22	4 (18%)
High sugar and requires front-of-pack label*	8	6 (75%)
Snack portion excessive	7	2 (29%)
Lower age missing†	30	0
Lower age recommendation under 6 months	30	0
Pureed & lacks '12m' upper age recommendation	13	13 (100%)
Spout packs lack warning not to suck	13	0
Inappropriate pack claims and marketing	30	30 (100%)
Misleading product name	30	3 (10%)
Ingredient list lacks proportions	30	16 (53%)
Breastfeeding statement absent	30	30 (100%)

*Recommended when sugar provides ≥30% of calories (cereals, fruit, vegetable-only, dried fruit snacks) or ≥40% (dairy)

† Not included in NPPM marketing evaluation score



2024 Nutrient & Marketing Scorecard



KIDDYLICIOUS®

8th most common brand (of 33)

27 products (4% of 632 baby foods sampled from 5 largest UK retailers in 2024)
0 products were in pouches with a spout

NPPM pass rates (rounded to nearest 10%), where 1 square = 20% pass rate and 5 squares = 100% pass rate

Note: scores are influenced product distribution as identified during data collection from retailer websites in summer 2024 and exclude confectionery/drinks

CATEGORY	NUMBER OF PRODUCTS					NPPM NUTRIENT SCORE (%)	NPPM MARKETING SCORE (%)	NPPM OVERALL SCORE (%)
	TOTAL							
Dry cereals	0							
Dairy (no fruit)	0							
Fruit-based	0							
Vegetable-only	0							
Meals	0							
Snacks	19	19				72	47	60
Confectionery	8	8			■ Non pouch	Inappropriate for sale		
Drinks	0				■ Pouch w/ spout	Inappropriate for sale		

Red = category NPPM pass score is less than the average score across all brands in the sample of 632 UK baby foods, correct as of Jun-Aug 2024 (i.e. this brand's products fall in the bottom half of products).

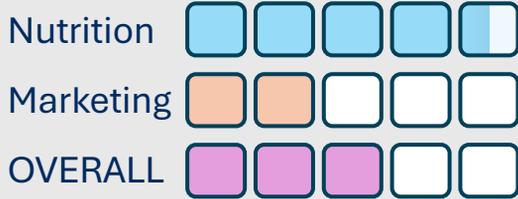
NPPM ASSESSMENT CRITERIA	NUMBER OF APPLICABLE PRODUCTS	NUMBER OF FAILS (%)
Energy density is low (too watery)	0	
Added water (in vegetable-only puree) too high	0	
Fat too high	19	3 (16%)
Sodium too high	19	5 (26%)
Protein density too low (meals)	0	
Named protein proportion too low (meals)	0	
Contain added sugars	19	11 (58%)
High sugar in meals/snacks (over 15% of calories)	19	6 (32%)
High sugar and requires front-of-pack label*	0	
Snack portion excessive	19	6 (32%)
Lower age missing†	19	0
Lower age recommendation under 6 months	19	0
Pureed & lacks '12m' upper age recommendation	0	
Spout packs lack warning not to suck	0	
Inappropriate pack claims and marketing	19	19 (100%)
Misleading product name	19	3 (16%)
Ingredient list lacks proportions	19	9 (47%)
Breastfeeding statement absent	19	19 (100%)

*Recommended when sugar provides ≥30% of calories (cereals, fruit, vegetable-only, dried fruit snacks) or ≥40% (dairy)

† Not included in NPPM marketing evaluation score



2024 Nutrient & Marketing Scorecard



Joint 9th most common brand (of 33)

24 products (4% of 632 baby foods sampled from 5 largest UK retailers in 2024)
24 (100%) products were in pouches with a spout

NPPM pass rates (rounded to nearest 10%), where 1 square = 20% pass rate and 5 squares = 100% pass rate

Note: scores are influenced product distribution as identified during data collection from retailer websites in summer 2024 and exclude confectionery/drinks

CATEGORY	NUMBER OF PRODUCTS					NPPM NUTRIENT SCORE (%)	NPPM MARKETING SCORE (%)	NPPM OVERALL SCORE (%)
	TOTAL							
Dry cereals	0							
Dairy (no fruit)	0							
Fruit-based	17	17				90	38	59
Vegetable-only	0							
Meals	7	7				93	50	74
Snacks	0							
Confectionery	0				■ Non pouch	Inappropriate for sale		
Drinks	0				■ Pouch w/ spout	Inappropriate for sale		

Red = category NPPM pass score is less than the average score across all brands in the sample of 632 UK baby foods, correct as of Jun-Aug 2024 (i.e. this brand's products fall in the bottom half of products).

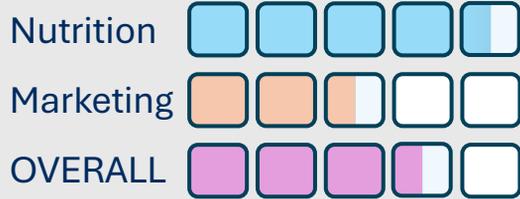
NPPM ASSESSMENT CRITERIA	NUMBER OF APPLICABLE PRODUCTS	NUMBER OF FAILS (%)
Energy density is low (too watery)	24	8 (33%)
Added water (in vegetable-only puree) too high	0	
Fat too high	24	0
Sodium too high	24	2 (8%)
Protein density too low (meals)	7	0
Named protein proportion too low (meals)	3	0
Contain added sugars	24	0
High sugar in meals/snacks (over 15% of calories)	7	2 (29%)
High sugar and requires front-of-pack label*	17	15 (88%)
Snack portion excessive	0	
Lower age missing†	24	1 (4%)
Lower age recommendation under 6 months	23	0
Pureed & lacks '12m' upper age recommendation	24	24 (100%)
Spout packs lack warning not to suck	24	24 (100%)
Inappropriate pack claims and marketing	24	24 (100%)
Misleading product name	24	12 (50%)
Ingredient list lacks proportions	24	0
Breastfeeding statement absent	24	24 (100%)

*Recommended when sugar provides ≥30% of calories (cereals, fruit, vegetable-only, dried fruit snacks) or ≥40% (dairy)

† Not included in NPPM marketing evaluation score



2024 Nutrient & Marketing Scorecard



Joint 9th most common brand (of 33)

24 products (4% of 632 baby foods sampled from 5 largest UK retailers in 2024)
 10 (42%) products were in pouches with a spout

NPPM pass rates (rounded to nearest 10%), where 1 square = 20% pass rate and 5 squares = 100% pass rate

Note: scores are influenced product distribution as identified during data collection from retailer websites in summer 2024 and exclude confectionery/drinks

CATEGORY	NUMBER OF PRODUCTS					NPPM NUTRIENT SCORE (%)	NPPM MARKETING SCORE (%)	NPPM OVERALL SCORE (%)
	TOTAL							
Dry cereals	3	3				93	60	73
Dairy (no fruit)	0							
Fruit-based	4	4				88	63	73
Vegetable-only	3	3				75	41	55
Meals	10	7	3			95	43	73
Snacks	4	4				81	60	71
Confectionery	0				■ Non pouch	Inappropriate for sale		
Drinks	0				■ Pouch w/ spout	Inappropriate for sale		

Red = category NPPM pass score is less than the average score across all brands in the sample of 632 UK baby foods, correct as of Jun-Aug 2024 (i.e. this brand's products fall in the bottom half of products).

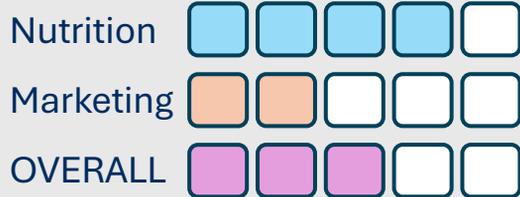
NPPM ASSESSMENT CRITERIA	NUMBER OF APPLICABLE PRODUCTS	NUMBER OF FAILS (%)
Energy density is low (too watery)	17	4 (24%)
Added water (in vegetable-only puree) too high	3	2 (67%)
Fat too high	24	0
Sodium too high	24	2 (8%)
Protein density too low (meals)	10	0
Named protein proportion too low (meals)	7	0
Contain added sugars	24	0
High sugar in meals/snacks (over 15% of calories)	14	5 (36%)
High sugar and requires front-of-pack label*	10	6 (60%)
Snack portion excessive	4	4 (100%)
Lower age missing [†]	24	0
Lower age recommendation under 6 months	24	1 (4%)
Pureed & lacks '12m' upper age recommendation	10	10 (100%)
Spout packs lack warning not to suck	10	2 (20%)
Inappropriate pack claims and marketing	24	24 (100%)
Misleading product name	24	0
Ingredient list lacks proportions	24	15 (65%)
Breastfeeding statement absent	24	24 (100%)

*Recommended when sugar provides ≥30% of calories (cereals, fruit, vegetable-only, dried fruit snacks) or ≥40% (dairy)

[†] Not included in NPPM marketing evaluation score



2024 Nutrient & Marketing Scorecard



Joint 11th most common brand (of 33)

10 products (2% of 632 baby foods sampled from 5 largest UK retailers in 2024)
0 products were in pouches with a spout

NPPM pass rates (rounded to nearest 10%), where 1 square = 20% pass rate and 5 squares = 100% pass rate

Note: scores are influenced product distribution as identified during data collection from retailer websites in summer 2024 and exclude confectionery/drinks

CATEGORY	NUMBER OF PRODUCTS					NPPM NUTRIENT SCORE (%)	NPPM MARKETING SCORE (%)	NPPM OVERALL SCORE (%)
	TOTAL							
Dry cereals	0							
Dairy (no fruit)	0							
Fruit-based	0							
Vegetable-only	0							
Meals	10	10				78	40	63
Snacks	0							
Confectionery	0				■ Non pouch	Inappropriate for sale		
Drinks	0				■ Pouch w/ spout	Inappropriate for sale		

Red = category NPPM pass score is less than the average score across all brands in the sample of 632 UK baby foods, correct as of Jun-Aug 2024 (i.e. this brand's products fall in the bottom half of products).

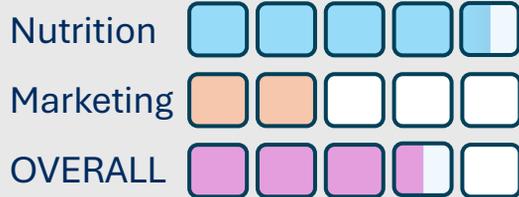
NPPM ASSESSMENT CRITERIA	NUMBER OF APPLICABLE PRODUCTS	NUMBER OF FAILS (%)
Energy density is low (too watery)	10	0
Added water (in vegetable-only puree) too high	0	
Fat too high	10	0
Sodium too high	10	9 (90%)
Protein density too low (meals)	10	0
Named protein proportion too low (meals)	8	0
Contain added sugars	10	7 (70%)
High sugar in meals/snacks (over 15% of calories)	10	0
High sugar and requires front-of-pack label*	0	
Snack portion excessive	0	
Lower age missing [†]	10	0
Lower age recommendation under 6 months	10	0
Pureed & lacks '12m' upper age recommendation	0	
Spout packs lack warning not to suck	0	
Inappropriate pack claims and marketing	10	10 (100%)
Misleading product name	10	1 (10%)
Ingredient list lacks proportions	10	9 (90%)
Breastfeeding statement absent	10	10 (100%)

*Recommended when sugar provides ≥30% of calories (cereals, fruit, vegetable-only, dried fruit snacks) or ≥40% (dairy)

[†] Not included in NPPM marketing evaluation score



2024 Nutrient & Marketing Scorecard



Joint 11th most common brand (of 33)

10 products (2% of 632 baby foods sampled from 5 largest UK retailers in 2024)
0 products were in pouches with a spout

NPPM pass rates (rounded to nearest 10%), where 1 square = 20% pass rate and 5 squares = 100% pass rate

Note: scores are influenced product distribution as identified during data collection from retailer websites in summer 2024 and exclude confectionery/drinks

CATEGORY	NUMBER OF PRODUCTS					NPPM NUTRIENT SCORE (%)	NPPM MARKETING SCORE (%)	NPPM OVERALL SCORE (%)
	TOTAL							
Dry cereals	0							
Dairy (no fruit)	0							
Fruit-based	0							
Vegetable-only	0							
Meals	10	10				88	40	69
Snacks	0							
Confectionery	0				■ Non pouch	Inappropriate for sale		
Drinks	0				■ Pouch w/ spout	Inappropriate for sale		

Red = category NPPM pass score is less than the average score across all brands in the sample of 632 UK baby foods, correct as of Jun-Aug 2024 (i.e. this brand's products fall in the bottom half of products).

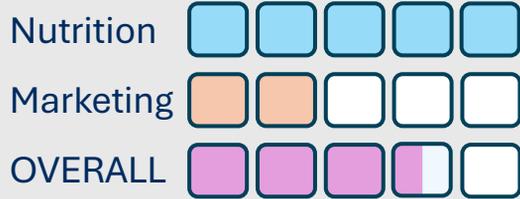
NPPM ASSESSMENT CRITERIA	NUMBER OF APPLICABLE PRODUCTS	NUMBER OF FAILS (%)
Energy density is low (too watery)	10	0
Added water (in vegetable-only puree) too high	0	
Fat too high	10	0
Sodium too high	10	9 (90%)
Protein density too low (meals)	10	0
Named protein proportion too low (meals)	8	0
Contain added sugars	10	0
High sugar in meals/snacks (over 15% of calories)	10	0
High sugar and requires front-of-pack label*	0	
Snack portion excessive	0	
Lower age missing [†]	10	0
Lower age recommendation under 6 months	10	0
Pureed & lacks '12m' upper age recommendation	0	
Spout packs lack warning not to suck	0	
Inappropriate pack claims and marketing	10	10 (100%)
Misleading product name	10	0
Ingredient list lacks proportions	10	10 (100%)
Breastfeeding statement absent	10	10 (100%)

*Recommended when sugar provides ≥30% of calories (cereals, fruit, vegetable-only, dried fruit snacks) or ≥40% (dairy)

[†] Not included in NPPM marketing evaluation score



2024 Nutrient & Marketing Scorecard



Joint 11th most common brand (of 33)

10 products (2% of 632 baby foods sampled from 5 largest UK retailers in 2024)
7 (70%) products were in pouches with a spout

NPPM pass rates (rounded to nearest 10%), where 1 square = 20% pass rate and 5 squares = 100% pass rate

Note: scores are influenced product distribution as identified during data collection from retailer websites in summer 2024 and exclude confectionery/drinks

CATEGORY	NUMBER OF PRODUCTS					NPPM NUTRIENT SCORE (%)	NPPM MARKETING SCORE (%)	NPPM OVERALL SCORE (%)
	TOTAL							
Dry cereals	0							
Dairy (no fruit)	0							
Fruit-based	2					100	50	70
Vegetable-only	2					83	54	63
Meals	6					100	39	74
Snacks	0							
Confectionery	0				 Non pouch	Inappropriate for sale		
Drinks	0				 Pouch w/ spout	Inappropriate for sale		

Red = category NPPM pass score is less than the average score across all brands in the sample of 632 UK baby foods, correct as of Jun-Aug 2024 (i.e. this brand's products fall in the bottom half of products).

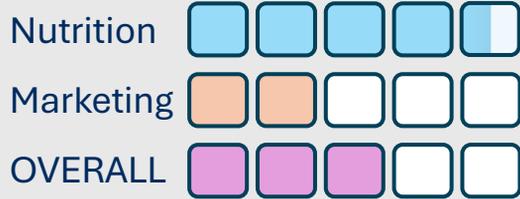
NPPM ASSESSMENT CRITERIA	NUMBER OF APPLICABLE PRODUCTS	NUMBER OF FAILS (%)
Energy density is low (too watery)	8	0
Added water (in vegetable-only puree) too high	0	
Fat too high	10	0
Sodium too high	10	1 (10%)
Protein density too low (meals)	6	0
Named protein proportion too low (meals)	3	0
Contain added sugars	10	0
High sugar in meals/snacks (over 15% of calories)	6	2 (33%)
High sugar and requires front-of-pack label*	4	3 (75%)
Snack portion excessive	0	
Lower age missing [†]	10	0
Lower age recommendation under 6 months	10	0
Pureed & lacks '12m' upper age recommendation	7	7 (100%)
Spout packs lack warning not to suck	7	7 (100%)
Inappropriate pack claims and marketing	10	10 (100%)
Misleading product name	10	0
Ingredient list lacks proportions	10	5 (5%)
Breastfeeding statement absent	10	10 (100%)

*Recommended when sugar provides $\geq 30\%$ of calories (cereals, fruit, vegetable-only, dried fruit snacks) or $\geq 40\%$ (dairy)

[†] Not included in NPPM marketing evaluation score



2024 Nutrient & Marketing Scorecard



Joint 11th most common brand (of 33)

10 products (2% of 632 baby foods sampled from 5 largest UK retailers in 2024)
6 (60%) products were in pouches with a spout

NPPM pass rates (rounded to nearest 10%), where 1 square = 20% pass rate and 5 squares = 100% pass rate

Note: scores are influenced product distribution as identified during data collection from retailer websites in summer 2024 and exclude confectionery/drinks

CATEGORY	NUMBER OF PRODUCTS					NPPM NUTRIENT SCORE (%)	NPPM MARKETING SCORE (%)	NPPM OVERALL SCORE (%)
	TOTAL							
Dry cereals	0							
Dairy (no fruit)	0							
Fruit-based	0							
Vegetable-only	2					75	33	50
Meals	7					94	36	68
Snacks	1					80	40	60
Confectionery	0					Inappropriate for sale		
Drinks	0					Inappropriate for sale		

Red = category NPPM pass score is less than the average score across all brands in the sample of 632 UK baby foods, correct as of Jun-Aug 2024 (i.e. this brand's products fall in the bottom half of products).

NPPM ASSESSMENT CRITERIA	NUMBER OF APPLICABLE PRODUCTS	NUMBER OF FAILS (%)
Energy density is low (too watery)	7	0
Added water (in vegetable-only puree) too high	2	0
Fat too high	10	0
Sodium too high	10	5 (50%)
Protein density too low (meals)	7	0
Named protein proportion too low (meals)	2	0
Contain added sugars	10	1 (10%)
High sugar in meals/snacks (over 15% of calories)	8	3 (38%)
High sugar and requires front-of-pack label*	2	2 (100%)
Snack portion excessive	1	0
Lower age missing [†]	10	0
Lower age recommendation under 6 months	10	0
Pureed & lacks '12m' upper age recommendation	6	6 (100%)
Spout packs lack warning not to suck	6	6 (100%)
Inappropriate pack claims and marketing	10	10 (100%)
Misleading product name	10	1 (10%)
Ingredient list lacks proportions	10	9 (90%)
Breastfeeding statement absent	10	10 (100%)

*Recommended when sugar provides $\geq 30\%$ of calories (cereals, fruit, vegetable-only, dried fruit snacks) or $\geq 40\%$ (dairy)

[†] Not included in NPPM marketing evaluation score

