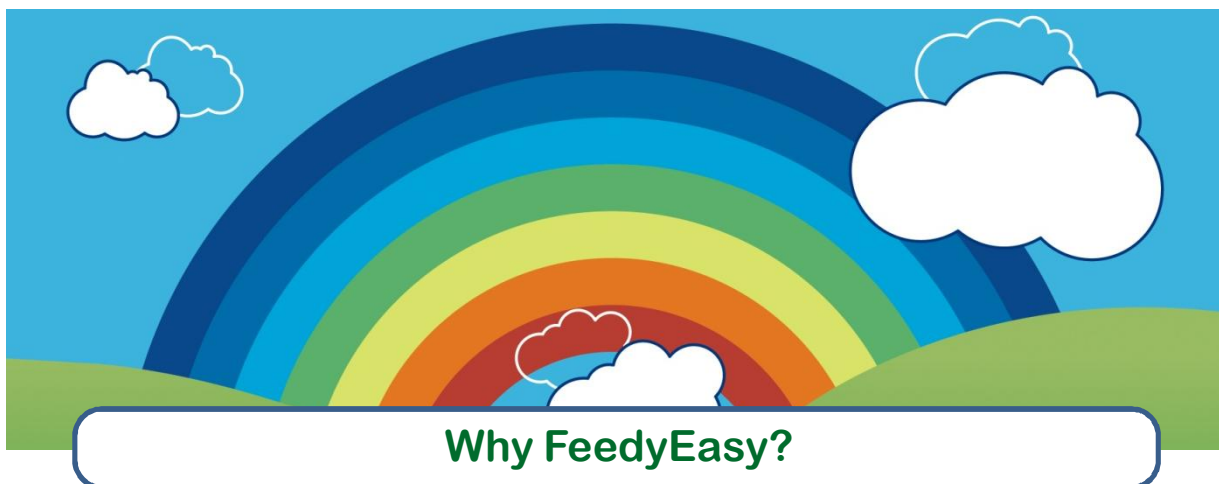




*FeedyEasy*TM

Healthy eating for toddlers made simple!

PO Box 8090 Twyford Reading RG6 9GU **T:** +44 (0) 844 561 0997 **W:** www.feedyeasy.com



Origins and motivations

We formed our company in 2008 with the aim of providing consistent, expert guidance and practical support in helping to ensure that toddlers receive a nutritional, balanced diet.

The inspiration behind the development of our products and support services was in response to parents of toddlers, in particular from 10 – 24 months, asking their health visitors the same types of questions covering:

- What type of foods can I give?
- How much food should I give?
- Where can I find good, simple information on toddler feeding without having to read numerous books and leaflets which are often complicated and confusing?

The idea of sharing knowledge and expertise and combining all guidance together in an easy to read, simple to use format was piloted within the local community. The response was overwhelmingly positive; and has continued to be so.

This encouragement and the launch of the Government's Change4Life initiative to help combat obesity convinced us that FeedyEasy could make a positive difference to the well being of toddlers and help give them the best possible start in life.

Who we are

Noelene Miffing is a Registered General Nurse and Health Visitor who has worked in Bracknell, Berkshire for the past 12 years. She has a wealth of experience in child care. Noelene offers practical and good common sense advice on all issues relating to child nutrition.

Keira Miffing is a business woman whose background is in project planning, event management and organising training courses for the medical profession. Her knowledge and passion on the issues affecting childhood obesity means that she is able to ensure that the products and services offer good value for money and are delivered according to customer needs and expectations.

Our products

The FeedyEasy toddler feeding system is a simple tool designed to help ensure parents feed their toddlers a healthy and well balanced diet every day. It consists of Toddler Food Scoops to help with portion control, as well as the Toddler Food Record and Toddler Food Planner to lend a hand with all the meal planning. Further information on our products can be found on the following pages.

Our services

We offer friendly, free advice anytime from a qualified Health Visitor. All parents have to do is complete the form on our website or email us directly at questions@feedyeasy.com.

Due to a demand we now provide trained Feeding Advisors to children's centres who give talks to parents on all subjects surrounding weaning and toddler nutrition. All of our talks come with full support literature. We have a series of standard talks we give, but are also able to run bespoke courses in order to meet the specific needs of the parents attending. Further information on our services can be found on the following pages.

What we believe

Here at FeedyEasy, we believe recycling is very important and as such have sourced recycled materials for our products, where possible. All of our in-house stationery is made from recycled paper, from sustainable forests. Our pens are made from recycled CD cases and our carrier bags are made from 100% recycled paper. Where possible our products are manufactured in the United Kingdom.

... and don't just take our word for it!

This is just some of the feedback we have received from parents on our products:

'A good way to educate parents about feeding their toddler nutritious and well-balanced food'

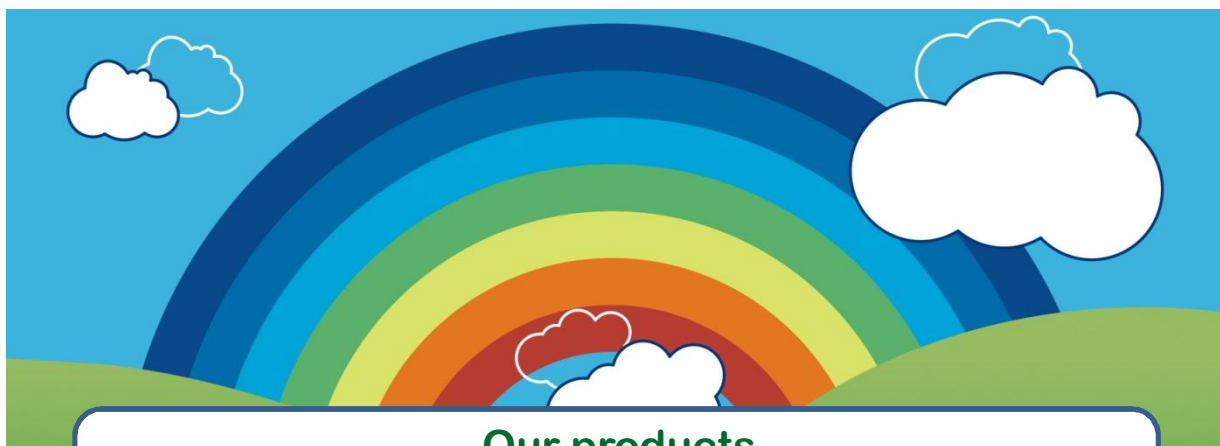
'This has certainly helped me feed my baby more confidently'

This is just some of the feedback we have received from parents following our talks:

'The advice was brilliant'

'Good information, learned a lot of things I didn't know'





Our products

FeedyEasy toddler feeding system!

Here at FeedyEasy we understand that feeding toddlers can sometimes be a challenge! It's not an exact science, as toddlers can change daily in how much they want and like to eat. Our aim at FeedyEasy is to support and guide parents through their toddlers crucial growing years to ensure their nutritional needs are being met.

To help with this we have developed the FeedyEasy toddler feeding system. Our system is a simple tool designed to help ensure parents feed their toddlers a healthy and well balanced diet every day.



Our feeding system consists of;

- **Toddler Food Scoops** to help with portion control
- **Toddler Food Record** boards to help ensure a balanced diet is given everyday
- **Toddler Food Planner** boards to help ensure a variety of food is given across the week. (Which is especially great if they have childcare at home because they can see what their toddler has been eating whilst they've been out.)

With our feeding system we also provide;

- A full instruction leaflet
- A contact email address for a qualified Health Visitor who will provide further support on all issues surrounding toddler nutrition
- Some **Top Tips** on dealing with fussy eaters
- A flyer giving simple, healthy meal and snack ideas



Available to buy **NOW** on eBay!

Alternatively you can telephone us on: +44 (0) 844 561 0997

Or email: sales@feedyeasy.com

Current developments

Instruction leaflet

Currently all of our materials are written in English. However due to high ethnic populations we are in the process of translating our instruction leaflet into several languages. If there is a language in your area where you consistently have problems with the language barrier please do let us know. We will endeavour to provide you with written instructions for our products in the language required, in order for us to help as many families as possible.

Other products

We are constantly working to develop new, useful and simple tools to help parents ensure that their toddlers have a healthy diet. New products we are currently developing, which will be available to buy soon, are:

- Toddler Food Record boards more suited to the Asian diet
- Toddler Food Record boards suitable for vegetarian diets
- My Food Record and Reward boards for 2 – 6 year olds to complete themselves
- A book of meal ideas to be used in conjunction with Toddler Food Scoops

We will also eventually be looking at developing boards for a variety of other dietary restrictions.





Toddler Feeding System Price List 2011

The FeedyEasy toddler feeding system 'bundle' consists of:

- Toddler Food Scoops – to help with portion control
- Toddler Food Record – to help ensure a balanced diet is given everyday
- Toddler Food Planner – to help ensure a variety of food is given across the week

Qty	Bundle Cost	Discounted By
1 +	£15.00	
150 +	£12.00	20%
300 +	£11.25	25%
500 +	£10.50	30%
1000 +	£9.75	35%
2500 +	£9.00	40%
5000 +	POA	

Planners and records come in 2 versions, magnetic and non-magnetic. For large orders we give a 50/50 split unless otherwise stated.

Each bundle comes in a FeedyEasy bag with a full instruction leaflet, contact email address for a qualified Health Visitor should they need further support, tips on dealing with fussy eaters and a flyer giving simple, healthy meal and snack ideas.

We are able to sell our non-branded scoops separately. Please see separate price list.

Individual bundles are available to buy on eBay.

For purchases of more than one bundle or individual items please contact the FeedyEasy team at sales@feedyeasy.com, or telephone + 44 (0) 844 561 0997.

Delivery charges apply.

Prices are not subject to VAT

www.feedyeasy.com



Toddler Food Scoops Price List 2011

The FeedyEasy Toddler Food Scoops are the simplest way to show parents a visual representation of what correct portion sizes should be.



Qty	Bundle Cost	Discounted By
1 +	£6.00	
100 +	£5.40	10%
250 +	£5.10	15%
500 +	£4.80	20%
1000 +	£4.50	25%
2500 +	POA	

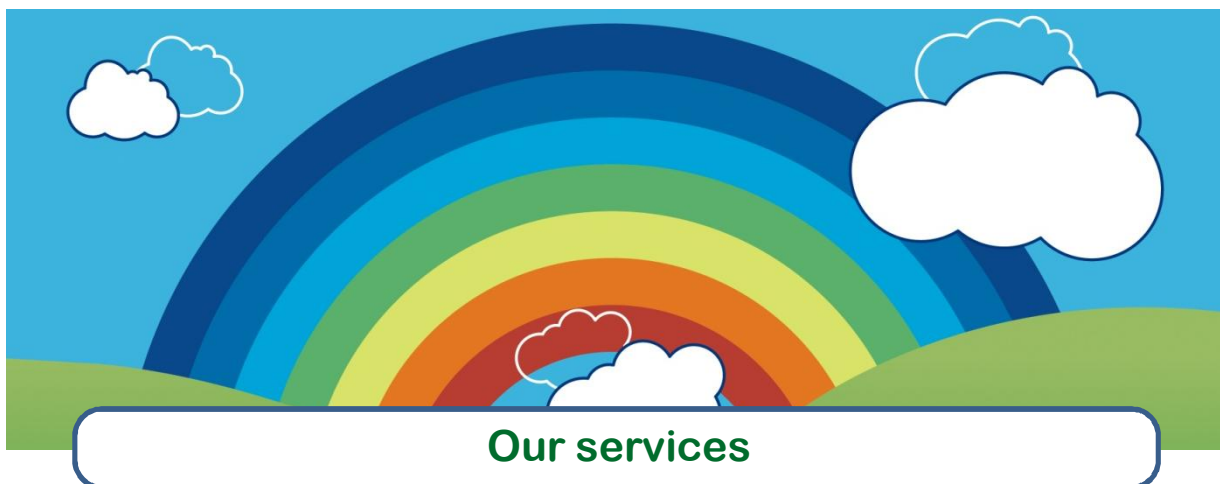
Each set of scoops comes individually boxed with an instruction leaflet and a magnetic hook should parents wish to attach the scoops to the side of the fridge for easy reach.

To purchase toddler food scoops separately from the rest of our toddler feeding system please contact the FeedyEasy team at sales@feedyeasy.com, or telephone + 44 (0) 844 561 0997.

Delivery charges apply.

Prices are not subject to VAT

www.feedyeasy.com



Due to many requests from children's centres we are now able to provide trained Feeding Advisors to give talks to parents on all subjects surrounding weaning and toddler nutrition.

Below are some examples of the more popular talks we give;

Early Weaning

Agenda items;

- " When should I start weaning?
- " How do I start weaning?
- " What foods can I give?
- " What foods should I avoid?
- " Milk

Toddler Weaning & Nutrition

Agenda items;

- " The different stages of weaning
- " The different food groups
- " Drinks
- " Vitamins & allergies
- " Safety & hygiene

Healthy Eating for Under 5's

Agenda items;

- " What is a balanced diet?
- " Milk & other drinks
- " Vitamins & allergies
- " Input of energy V's output of energy
- " Fussy eating
- " Meal ideas on a budget

Family Meals

Agenda items;

- " What is a balanced diet?
- " Input of energy V's output of energy
- " Meal routines
- " Fussy eating
- " Meal ideas on a budget

With all of our talks we are able to provide the following support materials;

FeedyEasy bag containing;

- " Course notes, including the key points of the talk, checklist, quiz & spaces to take notes
- " NHS Weaning leaflet / premature baby weaning leaflet / vegetarian baby weaning leaflet
- " Healthy Start application form
- " Meal ideas on a budget booklet
- " FeedyEasy toddler feeding system
- " Pen

General information

- “ All of our talks are generally 1 hour followed by a ½ hour Q&A. However they are tailored to your specific needs so can be longer or shorter
- “ All talks are informal so we encourage parents to ask questions throughout as we are there to help support and guide them. We want them to feel more comfortable and confident when feeding their toddlers so it’s important that they get as much out of the talk as possible
- “ All agendas are flexible and can be tailored to meet your specific requirements
- “ At the end of each talk we hand out feedback forms for the attendees to complete. The feedback is collated and the results are sent back to you for your assessment. This way you are able to see if the talk has been of any benefit to those who attended.
- “ We have public liability insurance, and all of our team undergo CRB checks. Certifications provided on request.

Bespoke talks

We have some fantastic templates for talks on a variety of subjects which have proven to be very successful. However we want to make sure that we meet the needs of parents in your area. So in order to do this we will work with you to design a talk or series of talks which specifically target the issues you need to address with parents in your area. We will also design and produce full course notes to support the talk(s).

If a bespoke talk was the way forward for you then one of our Feeding Advisors would come and meet with you to discuss all of your requirements in details. We would then draw up an initial format and agenda for your approval. Once approved we would then design and produce course notes to support the talk.





Weaning, Toddler Nutrition & Healthy Eating Talks Price List 2011

Talk option 1

A general talk on subjects covering early weaning, toddler weaning & nutrition or family meals, followed by a Q&A session. The agenda is flexible depending on your specific requirements.

Cost - £100 per hour with a minimum charge of 1 hour + £15 administration fee

Talk option 2

A general talk on toddler nutrition combining an introduction to the FeedyEasy toddler feeding system as a tool to assist parents. The talk centres around the food groups and portion control.

Cost - £80 per hour with a minimum charge of 1 hour + £15 administration fee

Bespoke talks

We will work with you to design a talk or series of talks which specifically target the issues you need to address with parents in your area. We will also design and produce full course notes to support the talk(s).

Cost – POA

Support materials

FeedyEasy bag containing;

- " Course notes, including the key points of the talk, checklist, quiz & spaces to take notes
- " Weaning booklet / premature baby weaning leaflet / vegetarian baby weaning leaflet
- " Healthy Start application form
- " Pen

Cost - £7.00 per bag

Additional materials;

- " Meal ideas on a budget booklet
- " FeedyEasy toddler feeding system

*Add another £3.00 per bag
Add another £12.00 per bag*

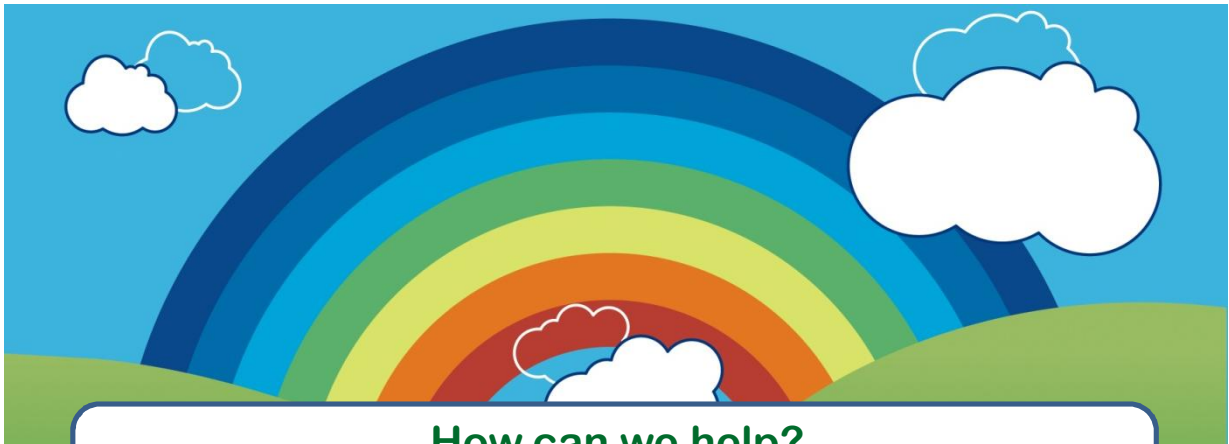
Admin fees cover our travel expenses to the talk within a 20 mile radius of Reading, Berkshire. Should you wish us to travel further expenses will be charged on at cost. You will be informed of these costs prior to the talk.

We do not take responsibility for arranging appropriate space and any catering you may require for the talks.

To book a talk please contact the FeedyEasy team at sales@feedyeasy.com, or telephone + 44 (0) 844 561 0997.

Prices are not subject to VAT

www.feedyeasy.com



To enable the FeedyEasy team to work with you in helping provide support for parents in your area on all issues surrounding weaning and toddler nutrition please contact us at:

FeedyEasy™

PO Box 8090 Twyford Reading RG6 9GU

T: +44 (0) 844 561 0997

E: info@feedyeasy.com

W: www.feedyeasy.com

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