



GRADUATES® Fruit Strips™ from Gerber

The Healthy Snack Alternative Moms Have Been Waiting For!

FACT SHEET

Research indicates that nearly 25% of toddlers 12-18 months are not getting any fruit in a given day. Now with GRADUATES® Fruit Strips™ from Gerber, moms have another option to help their toddler achieve the recommended fruit servings per day. Designed specially for toddlers, each fruit strip is an excellent source of vitamin C and contains a half serving of fruit. GRADUATES Fruit Strips are designed to be easy for toddlers to chew and swallow.

The GRADUATES line from Gerber is designed specially for toddlers with smaller portion sizes and appropriate textures. The line offers a variety of products with lower sodium levels and/or servings of fruits or vegetables. These products, designed with child development experts to be age and stage appropriate, are complemented by utensils, bowls and cups that help promote toddler self-feeding.

Product Features

- **Tastes Great** – Each flavorful bar is made with 99% real fruit
- **Convenient** – The single serve easy-to-eat fruit bars are perfect for moms on the go
- **Developmentally Appropriate** – GRADUATES Fruit Strips are easy to chew and swallow. Designed to be easy for little fingers to pick up, they are just right for toddlers learning to self-feed
- **Wholesome** – Provides an excellent source of vitamin C and contains a half serving of fruit
- **Flavor Variety** – Strawberry, Wildberry and Apple* (*available October 2007 at Wal*Mart. Available nationally March 2008.)

Research Proves It!

- The Feeding Infants and Toddlers Study (FITS) found that infants are frequently consuming snacks that are high in calories and low in nutrients. In fact, nearly 25% of toddlers 12-18 months consumed no fruit in a given day.
- Snacks play a significant role in an infant's and a toddler's diet. The research findings show that infants and toddlers snack at least two times a day, and for toddlers those snacks make up 25% of their daily calories.

Quick Facts

- GRADUATES Fruit Strips from Gerber are available nationally
- The suggested retail price is \$2.99