

FACTSHEET



Gerber®

Gerber Products Company, www.gerber.com

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History

In the summer of 1927, Dorothy Gerber began hand-straining solid foods for her seven-month-old daughter, Sally. After repeating this chore many times, Mrs. Gerber suggested her husband try it. After watching him make several attempts, she pointed out that the work could be easily done at the Fremont Canning Company, where the Gerber family produced a line of canned fruits and vegetables. After many attempts and hard work, the Gerber family began to produce several recipes to sell to consumers. By late 1928, strained peas as well as prunes, carrots, spinach and vegetable soup were ready for the national market.

For over 75 years, Gerber Products Company has been committed to helping parents raise happy, healthy babies. Gerber is dedicated to understanding and listening to parents and babies, meeting their needs, and constantly looking for ways to improve infant nutrition. Continuing its commitment to parents and babies, Gerber conducts extensive research aimed at understanding and improving infant and toddler nutrition and feeding.

Gerber Today

Gerber offers more than 200 food products, labeled in 16 different languages and distributed to 80 countries. From Gerber® 1st FOODS® to Graduates®, the company's product line covers each phase of child development with diverse flavors and textures. Gerber® baby and toddler foods include Cereals, 1st FOODS®, 2nd FOODS™, 3rd FOODS™, Tender Harvest™ (organic food), Finger Foods, Fruit and Vegetable Juices, Gerber® Graduates® Toddler Food and Lil' Entrees® for babies eight months and older.

Facilities and Locations

Gerber Products Company is headquartered in Parsippany, New Jersey, with manufacturing facilities in Fremont, Michigan; Fort Smith, Arkansas; and Reedsburg, Wisconsin.

International facilities are located in Brazil, Costa Rica, Mexico, Poland and Venezuela.

The Gerber Parents Resource Center Then and Now

In 1938, Dorothy Gerber began personally responding to every letter the company received. Forty-eight years later, in 1986, Gerber established an 800 number. Since 1991, the Gerber Parents Resource Center has been staffed 24 hours-a-day, seven days a week to answer parenting questions.

Affiliation with Novartis

In 1994, Gerber merged with Sandoz Ltd. Gerber is a part of the Novartis Group of companies, which was formed in December 1996 by the merger of Ciba-Geigy Ltd. and Sandoz Ltd.

Milestones

- 1928** Gerber introduces Gerber Strained Vegetables in five baby food recipes: Vegetable Soup, Spinach, Peas, Carrots and Prunes.
- 1932** Gerber develops its first baby cereal.
- 1959** Gerber introduces "Quick-twist" jar caps, off or on with a quarter turn, and "shop-easy" label, with the variety name of the product at the top of the label.
- 1977** Gerber initiates the "use-by" dating system on its baby food jars, ensuring parents and caregivers of the products' freshness.
- 1986** Gerber establishes the 1-800-4-GERBER consumer help line — the Gerber Parents Resource Center — to answer consumers' questions on infant care and nutrition.
- 1990** Gerber introduces Gerber® Graduates® — main dishes for toddlers.
- 1997** Gerber launches a line of organic baby food called Tender Harvest™, with unique recipes including: Banana Oatmeal Peach, Chicken and Wild Rice, and Spring Garden Vegetable.
- 2000** Gerber introduces its first-ever line of skincare and healthcare ("Wellness") products. Comprised of such products as Baby Wash, Tooth and Gum Cleanser and Diaper Rash Ointment, it is designed to soothe, comfort and nourish babies in the gentlest way.
- 2001** Gerber introduces plastic packaging for all 16 flavors of its four-ounce juices and some of its most popular 2nd FOODS™ recipes — Applesauce, Bananas, and Pears.
- 2002** Gerber introduces Lil' Entrees®, a nutritious mealtime combination, all in one tray. Gerber launches the "Start Healthy, Stay Healthy™" infant and toddler nutrition campaign.
- 2003** Gerber launches 15 2nd FOODS™ fruits in convenient 2-pack plastic packaging and two new Lil' Entrees®. Gerber also re-launches Gerber.com. Gerber releases findings of its groundbreaking Feeding Infants and Toddlers Study (FITS) of 3,000 babies ages 4-24 months at the American Dietetic Association conference in San Antonio, Texas.
- 2004** Gerber launches eight new products: three varieties of Finger Foods™ Fruit and Veggie Puffs in Banana, Strawberry-Apple and Sweet Potato flavors, with a melt-in-your mouth texture and bite-sized shape that is just right for babies to pick up; four varieties of Graduates® Pasta Stuffers™, a unique mealtime solution stuffed with meats and veggies; and one new variety of Lil' Entrees®, a convenient meal-time solution designed just for toddlers. Gerber also introduces 30 product innovations: 20 3rd FOODS™ dinners, desserts, and cereals now with thick textures and tender pieces and 10 1st FOODS® fruits and veggies in plastic 2-packs as part of Gerber's packaging conversion. Gerber's *Start Healthy Expert Panel*, in collaboration with the American Dietetic Association, issues Feeding Guidelines for infants and toddlers. The Feeding Guidelines provide parents with practical suggestions that address five key topics: 1) nutrients and foods, 2) infant and toddler development, 3) healthy feeding relationships, 4) safe feeding, and 5) physical activity.