

LEAD STORY

Secrets of marketing to mothers 1,3-7

CASE STUDIES

MARKETING: McDonald's committed to dialogue with mothers..... 8-9
DAIRY: Can Frumoo lure kids back to milk? 10-11
DAIRY: Dairy Crest banks on Chedds to grab a chunk of kids' cheese sales..... 12-13
DAIRY: Turning granola bars into kids' dairy snacks 14-15
COMMERCIALISATION: Biothera capitalises on strong science for immunity ingredient..... 16
FORTIFICATION: Can fortification revitalize Kellogg's struggling kids' cereal brands?..... 17
SNACKING: Crunch makes the difference for freeze-dried fruit snacks..... 18
REGULATORY STRATEGY: Brands navigate tough US regulatory climate for kids' products 21-23
EDITORIAL: Five elements of innovation in the tough world of kids' dairy 24-26

NUTRITION RESEARCH

Stickers and colour get picky eaters chewing 27
 A third of teens eat fewer than one fruit a day 27
 Vitamin D levels below target in 15% of minority children 28
 Iron in teen years can affect brain in later life 28
 Teen boys' weight booms 28

NEW PRODUCTS

New product launches from around the world..... 29-33

IMPORTANT NOTICE

A polite reminder to our subscribers 34

NEW REPORTS

10 Key Trends in Food, Nutrition & Health 2012..... 35
 Trends and Strategies in Healthy Snacking..... 36
 Cocoa – a "naturally functional" health ingredient at the tipping point? 37
 Our Publications 38
 Order Form..... 39

HOW TO SUBSCRIBE

Subscription Order Form 40

COMPANIES AND BRANDS IN THIS ISSUE

Amazon.com 19	Dairylea..... 12,13,25	Hershey's Drops 4,5	PepsiCo 21,23,26
Babybel..... 12	Danimals 4,5,24	Jamba Juice..... 23	Pinterest..... 6
Bel Brands 22	Danone..... 3,4,5,24,26	JambaGo 23	Ragu..... 22
Bel UK 12	Danonino 6,24	Kellogg 14,17	Rice Krispies 17
Biothera..... 16	Dean Foods..... 23,25	Kerry Foods..... 12,25	Selfridges 10
BlogHer..... 9	Emord & Associates 23	Ketchum PR 8	Silk..... 14
BSM Media..... 1,3,6	Enfagrow 16	Kraft..... 3,4,12,13,14,15,21,22,25,26	The Mom Complex..... 3,6
Cathedral City..... 12,13,25	Enfakid 16	Laughing Cow..... 12,21,22,25	Toyota 4
Chedds 12,13,24	Facebook 4,6,7,20	McDonald's..... 8,9,21,22	TruMoo..... 23,25
Cheestrings..... 12,25	Frumoo..... 10,11,25,26	Mead Johnson Nutrition 16	Twitter..... 6,7,20
Chef Boyardee 22	Funky Monkey Snacks 18,19,20	Milk & Fruit Company..... 10,11	Up & Go..... 26
CocaCola 23	General Mills..... 14	MilkBite..... 14,15,26	Waitrose..... 10
Coco Pops 17	Google..... 6	Nabisco..... 22	White Wave..... 14
ConAgra Foods 22	Happy Meal 8,9	Ocado..... 10	YouTube 6
Craisins..... 20	Health Focus International 16	Ocean Spray 20	
Dairy Crest..... 12,13,25	Hershey 4,5	Oscar Mayer Lunchables 22	



published by

NEW NUTRITION BUSINESS

STAFF

Editor

Karen Raterman
 karen.raterman@new-nutrition.com

EUROPEAN OFFICE

Crown House, 72 Hammersmith Road,
 London, W14 8TH, UK.
Ph: +44 (0)20 7617 7032 Fax: +44 (0)20 7900 1937

ASIA-PACIFIC OFFICE

19 Dryden St, Grey Lynn,
 Auckland 1021, New Zealand
Ph: +64 (0)9 361 2687

New Nutrition Business uses every possible care in compiling, preparing and issuing the information herein given but can accept no liability whatsoever in connection with it.

© 2012 The Centre for Food & Health Studies Ltd. Conditions of sale: All rights reserved; no part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form by any means, electronic, mechanical, photocopying, recording or otherwise without the prior written permission of the publisher. The Centre for Food & Health Studies does not participate in a copying agreement with any Copyright Licensing Agency. Photocopying without permission is illegal. Contact the publisher to obtain a photocopying license. This publication must not be circulated outside the staff who work at the address to which it is sent without the prior written agreement of the publisher.

SUBSCRIPTION DETAILS

All enquiries: Allene Bruce
 Crown House, 72 Hammersmith Road
 London W14 8TH, UK
Phone: +44 (0)20 7617 7032
Fax: +44(0)20 7900 1937
 allene.bruce@new-nutrition.com
 Payment by Mastercard and Visa accepted.

ANNUAL SUBSCRIPTION RATE

See back cover.
 Published 4 times a year by
 The Centre for Food & Health Studies.