

Little Angel

Baby grade organic extruded snacks





For our beloved little angles

LITTLE ANGEL product line is created especially for the smallest ones, starting from 7-10 months of age.

Whole product range consists of 5 products. On one side the fruit and vegetable seasoned corn snacks TEDDY and ANGELINA and the rest of product line belongs to MATEO and ROSIE corn and millet flips with no added sugar or salt.

A perfect organic
and baby grade
choice for your
little angel!





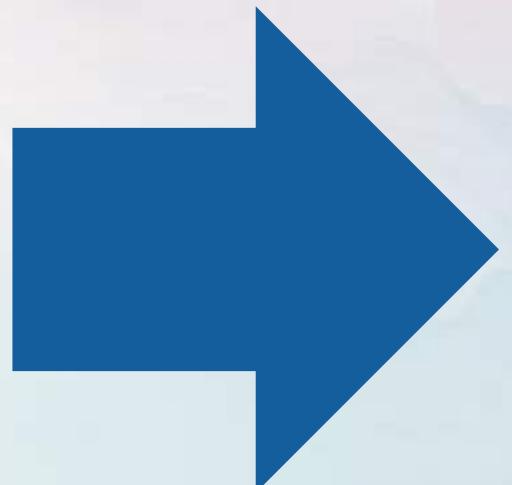
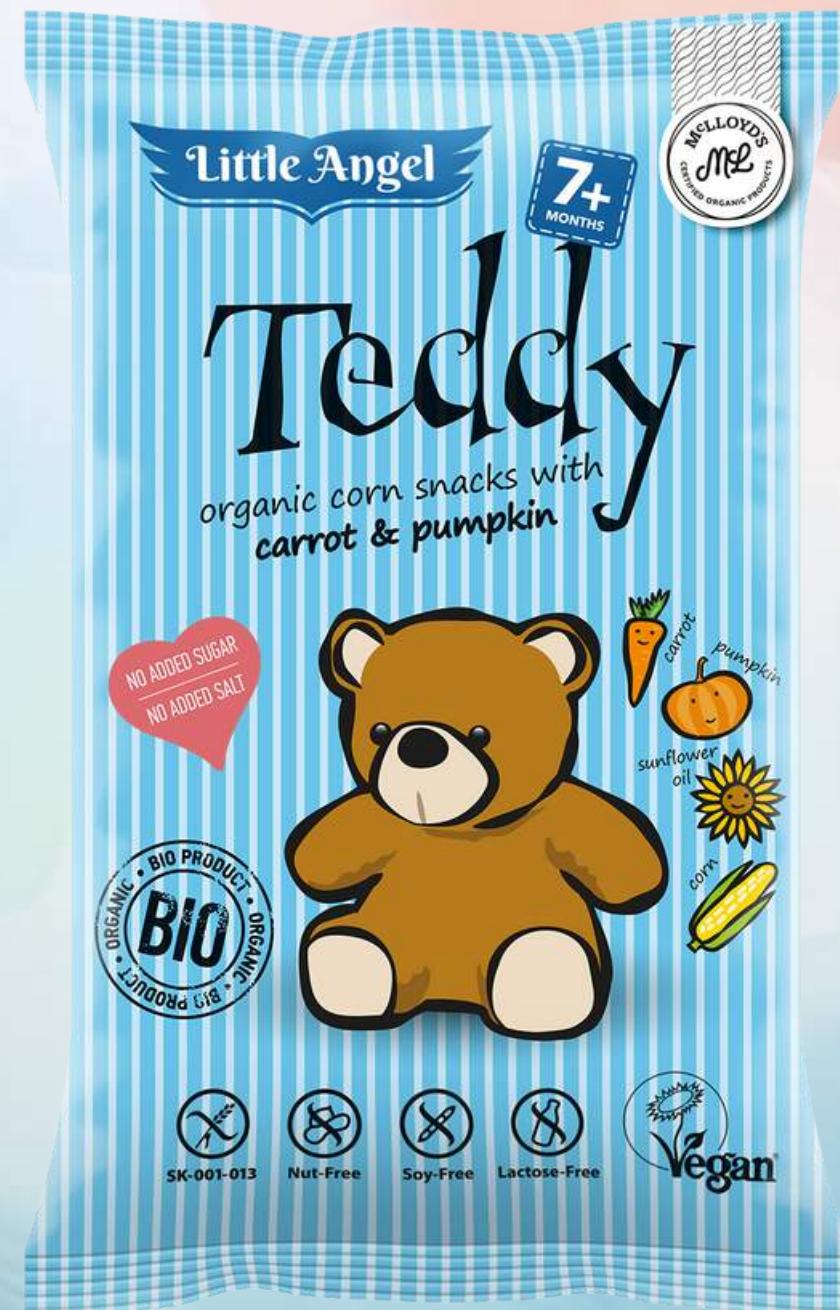
Products

The main benefit which makes this product line suitable for babies is strictly BABY-GRADE certified ingredients.

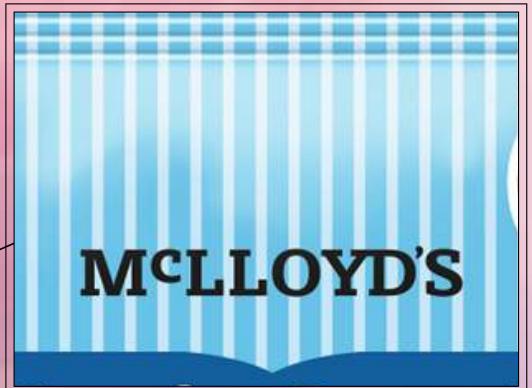
Baby grade certified ingredients are the highest food grade standard for baby products and make the whole product portfolio really unique.

Our product range is tailored to meet the individual preferences of babies. From a delightful assortment of fruity flavors to wholesome vegetable-based options and pure, unflavored flips, we have something to suit every little one's taste.





Design and
brand changes



Prominent McLloyd's
Branding



Strengthening
the Little Angel Brand



Retaining Teddy and
Angelina Characters

Why We Made These 3 Packaging Changes

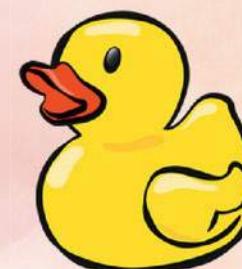
To improve the communication of our brands and maintain customer trust, we decided to make three key changes to our product packaging:

- **Strengthening the Little Angel Brand:** We highlighted the Little Angel brand with large, clear lettering on the packaging. Little Angel is the second most commercially successful brand under McLloyd's, and this change aims to boost its recognition and increase its visibility among our customers.
- **Prominent McLloyds Branding:** We added a distinctive McLloyds branding at the top of the packaging, making it easier for customers to identify us. This step not only supports the Little Angel brand but also helps build McLloyds as a strong and reliable brand in the market.
- **Retaining Teddy and Angelina Characters:** We decided to keep the Teddy and Angelina characters in the text collage on the duck and bear. We don't want to confuse our customers with sudden changes, so we chose to retain these elements to ensure consumers continue to associate our products with their favorite symbols and remain loyal to our brands.

These changes allow us to communicate more effectively with our customers, strengthen our brands, and maintain the consistency that consumers expect.



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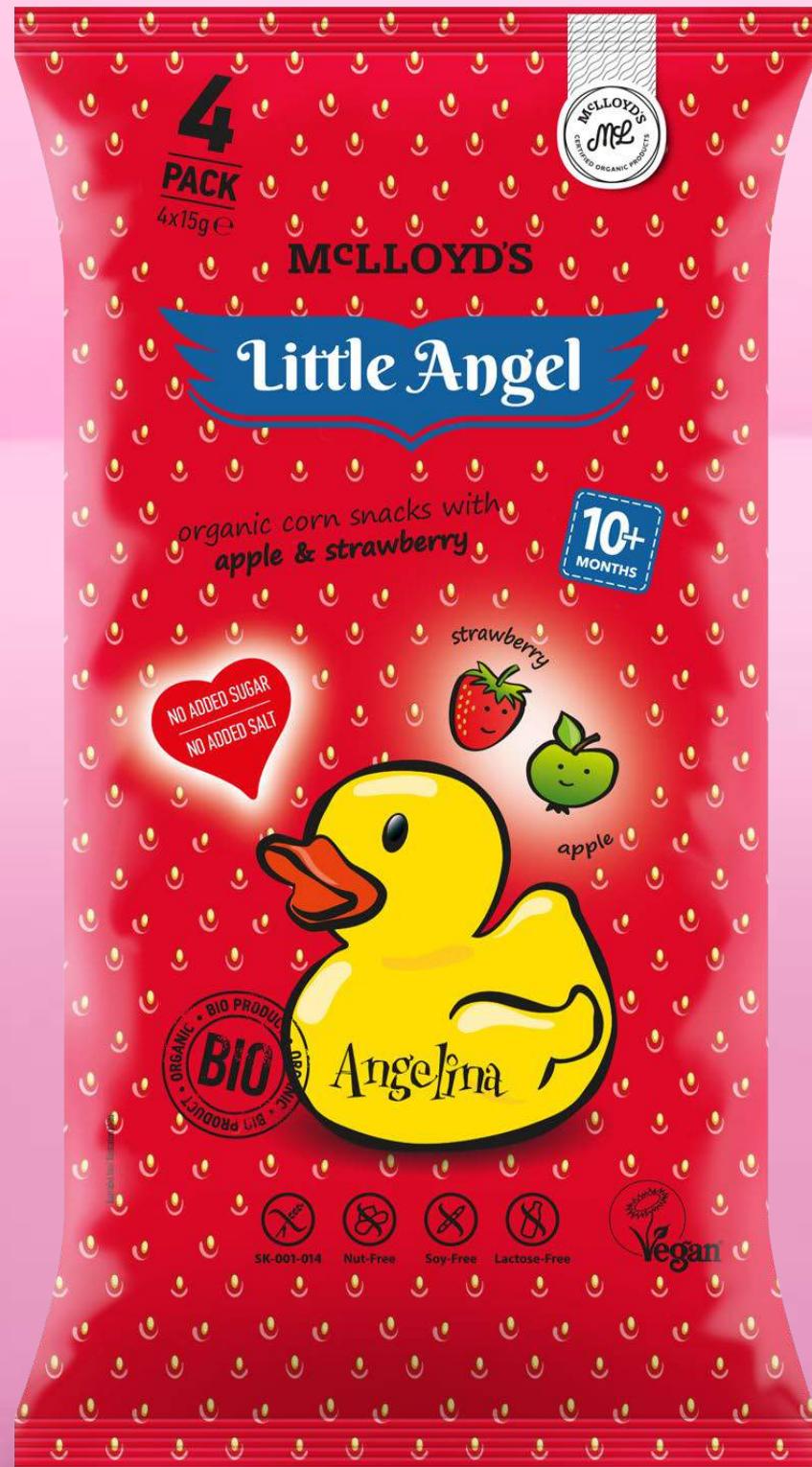
Angelina

Ingredients: corn* 57%, rice flour*, sunflower oil*, apple powder* 6,5% (apple* 85%, rice flour*), strawberry powder* 3,5%, vitamin B1

*Organic ingredient



Organic corn snack
with apple & strawberry



10+
MONTHS



Nutrition values	100 g
Energy	1882 kJ / 448 kcal
Fat	14.9 g
of which saturates	1.9 g
Carbohydrates	70.4 g
of which sugars	6.0 g
Fibre	3.5 g
Protein	6.2 g
Salt	0.05 g
Sodium	0.02 g
Thiamin (Vitamin B1)	0,50 mg

Angelina

Ingredients: corn* 75%, sunflower oil* 14,6%, carrot powder* 5,2%, apple powder* 5,2% (apple* 85%, rice flour*), vitamin B1 *Organic ingredients



Angelina - Organic corn snack with carrot & apple



Gluten-Free Nut-Free Soy-Free Lactose-Free

Vegan

BIO



Nutrition values	100 g
Energy	1741 kJ / 414 kcal
Fat	15 g
of which saturates	1.9 g
Carbohydrates	62 g
of which sugars	3.9 g
Fibre	3.7 g
Protein	6 g
Salt	0.02 g
Sodium	0.01 g
Thiamin (Vitamin B1)	0,50 mg

Teddy

Ingredients: corn* 75%, sunflower oil* 14,6%, carrot powder* 5,2%, pumpkin powder* 5,2%, vitamin B1 (thiamine) *Organic ingredients



Organic corn snack
with carrot & pumpkin



Gluten-Free



Nut-Free



Soy-Free



Lactose-Free



NO ADDED SUGAR
NO ADDED SALT

Nutrition values	100 g
Energy	1698 kJ / 404 kcal
Fat	15 g
of which saturates	1.9 g
Carbohydrates	59 g
of which sugars	2.7 g
Fibre	3.7 g
Protein	6.5 g
Salt	0.03 g
Thiamin (Vitamin B1)	0,50 mg



Rosie

Gluten-Free Nut-Free Soy-Free Lactose-Free

Vegan

BIO

NO ADDED SUGAR
NO ADDED SALT

Baked organic
corn snack

Ingredients: corn* 100%, vitamin B1.
*Organic ingredients. Gluten-free.

Nutrition values	100 g
Energy	1566kJ/369kcal
Fat	1.1 g
of which saturates	0.2 g
Carbohydrates	78.3 g
of which sugars	1 g
Fibre	4.1 g
Protein	9.5 g
Salt	0.01 g
Thiamin (Vitamin B1)	0.50 mg





Mateo

Baked organic corn
snack with millet

Ingredients corn* 65%, millet* 35%,
Vitamin B1. *Organic ingredients. Gluten-free.

Nutrition values	100 g
Energy	1600 kJ / 377 kcal
Fat	1.8 g
of which saturates	0.3 g
Carbohydrates	81.2 g
of which sugars	<1 g
Fibre	2.7 g
Protein	9 g
Salt	0.01 g
Thiamin (Vitamin B1)	0.50 mg



NO ADDED SUGAR
NO ADDED SALT

7+
MONTHS



pack dimensions	display dimensions	display/layer	layers	pcs/palett	palett weight	palett height
120x70x240 mm	145x395x220 mm	16	9	864	72 kg	2130 mm
weight / pc	shelf-life	HS code	product		EAN pc	EAN display
30 g	10 months	19059055	ROSIE		8588000526284	8588000526291
		MATEO		8588000526307		8588000526376



pack dimensions	display dimensions	display/layer	layers	pcs/palett	palett weight	palett height
120x50x200 mm	145x395x195 mm	16	9	1152	78 kg	1905 mm
weight / pc	shelf-life	HS code	product 30 g		EAN pc	EAN display
30 g	10 months	19059055	ANGELINA apple - strawberry		8588004638273	8588004638280
		ANGELINA carrot - apple		8588004638952		8588004638969
		TEDDY		8588004638976		8588004638983



pack dimensions	display dimensions	display/layer	layers	pcs/palett	palett weight	palett height
180x80x300 mm	395x295x270	8	7	560	80 kg	2025 mm
weight / pc	shelf-life	HS code	product 60g (4x15 g)		EAN pc	EAN display
60 g	10 months	19059055	ANGELINA apple - strawberry		8588000526574	8588000526581
		ANGELINA carrot - apple		8588004638754		8588004638600
		TEDDY		8588004638778		8588004638594



LITTLE ANGEL product line is the healthy and organic snack for babies mostly = suggested category placement is directly to the middle of baby food and baby snacks shelves

Secondary positioning:

- Gluten free / Organic goods sections
- In-store promotions secondary placements

suggested category placement



Little Angel

Thank
you

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