



for  
aisha

more information about  
our brand, recipes and  
ingredients



# About our baby food



**Our food is for everyone – for infants of all shapes, sizes, genders & religions.**

Taste is an important part of a baby's development and we want to help your little one experience the world as they grow. Our products help introduce little ones to a wide variety of flavours through exotic meals that it would be time consuming or difficult to create at home.

**Our ingredients are 100% natural, have no added sugar or salt, and use no artificial additives, preservatives or flavours.**

We understand that the lives of parents are full of adventures big and small and that your time is precious, so our products are designed with convenience in mind to help make life simpler.



## for aisha, for everyone

Our food is created to be all-inclusive. We offer products that cater to a range of different dietary needs, such as:

- ★ halal and tayyab
- ★ vegetarian\*
- ★ vegan\*
- ★ dairy-free
- ★ nut-free
- ★ soya-free
- ★ egg-free
- ★ gluten-free\*

\*some of the product range

The quality of our products is paramount and we take great care when selecting our ingredients from trusted supply partners. Our recipe development team are experienced and highly qualified in their areas of expertise.

Our products are dietitian approved and stocked in all of the top UK supermarkets, as well as some other places too, such as Great Ormond Street Hospital For Children.



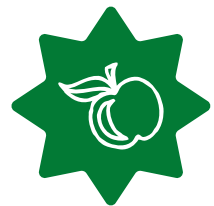
**Premium British  
halal meat**



**Pulses, herbs and  
gentle spices for baby**



**100% natural  
ingredients**



**No artificial additives  
or flavourings**



**No added sugar  
or salt**

# Why for aisha?

**for aisha is a shortened version of our name 'cooking for aisha'. Aisha is the name of our friend's daughter.**

**It's a lovely name that is both modern and traditional.**

The name aisha means vitality, life and prosperity which is a wonderful name for an infant food brand.

for aisha was developed to be fully inclusive so that everyone can enjoy our meals – boys, girls, muslim and non-muslim people alike.



## Halal and tayyab

### Frequently asked questions

#### ★ what does halal mean?

Halal, an arabic word meaning 'permissible', is a specific way of preparing and blessing meat in accordance with Islamic Rites.

We understand that there is a real demand from parents for halal baby food. All major UK supermarkets stock halal food but until for aisha was born, muslim parents often had to wean their little ones

on high lactose diets, without the benefit of meat. High lactose diets can lead to irritations such as asthma, eczema and stomach problems.

We're proud to be able to offer for aisha to those parents who may have previously struggled to find healthy halal, convenient meal options.

#### ★ what does tayyab mean?

Tayyab means 'purity'. Our baby food is tayyab because our dishes contain only natural ingredients and the intrinsic make-up of our food does not change during preparation.

We take our commitment to halal and tayyab seriously and we ensure that our meat is sourced only from our halal certified UK partner farms.





## Our promise to you

We maintain strict control of our supply chain. We use only **HFA (Halal Food Authority)** British certified halal meat from our trusted suppliers.

Our suppliers are regularly monitored and provide us with certification documents, which we then pass on to our retailers. We personally visit our suppliers to ensure that exceptionally high standards are followed.

Our food is sealed in a sterile environment as soon as it has been cooked, and it never comes into contact with any other products throughout the manufacturing or supply chain process.

These rigorous checks and certifications mean we can guarantee that our products are halal.

## We believe in animal welfare



Animal welfare is paramount to us and we're part of the 80% of the UK halal meat industry that uses stunned meat for their halal food.

We believe it's important to understand the difference between stunned and non-stunned meat.

The British Veterinary Association and the RSPCA consider stunned meat to the most humane method of preparation and so do we.

We're not the only ones that understand how important it is to cater for halal diets. A large number of UK supermarkets sell halal meat.

A lot of meat in the UK is now processed according to halal standards, whether it's labelled this way or not.

**Tesco**, for example, has previously said that the only difference between its halal meat and other meat is that it's blessed.

**Sainsbury's** also insist on the stunning process for all their halal meat for animal welfare reasons.

We purchase only from our trusted farming and supply chain partners and we visit them to ensure that the animals are well cared for. There are veterinary surgeons and UK Food Standards Agency personnel on hand to ensure the highest standards of animal welfare.

# We believe in quality

for aisha is ranged in many major retailers and we source our meat from leading British farms that are strictly FSA registered.

Our meat and poultry is **British Red Tractor approved** and **BRC Grade A** - which means the highest quality of care is given. We know how important it is to you that our products are of the highest quality possible for your baby so we work with quality, transparency and safety always in mind.

As well as using only natural ingredients, we have full visibility of our supply chain, so that you know your little one's food is in safe hands. We work with a team of highly experienced food technologists to ensure that our food is safe and that our exceptionally high manufacturing standards are followed.

Our dishes comply with the UK government's food weaning directives for infants. You can be confident that they are both safe and healthy for your baby.

We are experts when it comes to the baby food industry and our BRC Grade A-certified team has a wealth of experience making baby food for leading brands.

We work with a dietitian who understands weaning and ethnic diets to make sure that our products are the best quality they can be.

We meet with parents and little ones at nursery schools and shows. We taste test regularly and adapt our recipes to ensure that both parents and little ones are happy with the flavours and texture. With the help of our baby food chef and dietitian, we create fantastic, yummy, exotic recipes for little mouths.



# We believe in our recipes

We believe in our product, and so do parents:





# We believe in cooking at home

We encourage parents to cook at home whenever possible. We share our recipes and weaning tips with parents. However some recipes can be difficult, time consuming and expensive to make at home. When it comes to more complex and exotic recipes, it's important to make sure that the food isn't too strong for your baby, and that you avoid using ingredients that might not be good for your baby, for example salt or honey.

We've tested our products again and again with parents and dietitians to make sure they're just right, so you can be confident that they're safe for your baby to enjoy (and yummy too!).

**Our pouches are convenient on-the-go as they are both lightweight and re-closable.**



# We believe in inclusivity

**Our products are made for all children and we are committed to being respectful of all faiths.**

We understand that there is a real need for catering to different dietary requirements and our customers agree – market research suggests that around half of for aisha customers are buying our products because they are halal and half to cater for

other dietary requirements, for example, dairy free and gluten-free requirements.

We offer world-cuisine flavours so that your baby gets to experience all the variety the world has to offer in every tiny mouthful.

**If you have feedback on our meals, we'd love to hear from you.**



Say hello on:

[parents@foraisha.com](mailto:parents@foraisha.com)

Share your mealtime pictures at:



[/cookingforaisha](https://www.facebook.com/cookingforaisha)