



## Rafferty's Garden increases range

Leading baby food, Rafferty's Garden, is expanding its footprint in Coles with nine new products on the shelf from mid-May. Woolworths is already selling all of the Rafferty's Garden products, which includes seven ranges of premium baby food, from cereals and smooth purees suitable for babies over four months, to a lumpy range for toddlers as well as two new ranges – rusks and an organic range for babies over four months.

The new products in Coles include five puree foods for babies from six

months, three products with DHA (good for developing brains, eyes and heart), for toddlers from 12 months and Organic Banana Porridge.

Rafferty's Garden owner Adrian Pike said the commitment by Coles was an indication of the brand's growing power on supermarket shelves.

"Our products have been a huge hit with Australian parents since their launch two years ago," Mr Pike said.

Rafferty's Garden is a premium baby food range of products produced and sold in Australia.

Launched in 2007, the range has been enjoying unprecedented growth with all its products and is now the number two range in its category in Australian supermarkets.

The range is the brainchild of Mr Pike, a former restaurateur who saw a need for quality baby food that tasted good. Mr Pike developed all Rafferty's Garden products in collaboration with a food technologist and infant nutritionist. The range can be found in Woolworths, Coles, IGA, SPAR, Toys R Us and other independent grocery stores.