

MARKETING REPORT

Foods geared for kids gain in popularity

RADNOR, PA: Move over, Baby Boomers! The new hot market for food manufacturers is children, and more and more companies are introducing products geared especially for kids, *Food Engineering* magazine reported.

These products range from the familiar children's cereals to unexpected foods such as full entrees and yogurts.

"The profile of what kids love to eat didn't match the offerings avail-



"My Own Meals": One of the growing number of entrees developed for the specific tastes and nutritional needs of children.

able on the market today," said Scott Glatstein, group product manager for ConAgra Frozen Foods, which has introduced a line of frozen dinners targeted for 3-to-10-year-olds called "Banquet Kid Cuisine."

Consumer research had shown that children up to age 12 were not consuming frozen dinners. This and the fact that there are more than 31 million kids in the United States from ages 3 to 10 led to the development of these meals, which include pizza, hamburgers, chicken nuggets and ravioli.

Another line of children's entrees called "My Own Meals" will now be sold in more than 80 Toys-R-Us stores across the country. They were developed for the taste and nutritional needs of children from 2 to 8

years old and have a shelf life of one year. "My Own Meals" do not require refrigeration, and are boilable and microwavable.

Del Monte recently introduced "Yogurt Cup," a yogurt product that requires no refrigeration and is primarily purchased for children.

Yogurt Cup products—which have names like "Rad Raspberry" and "Awesome Peach"—are made like refrigerated yogurt with cultured, pasteurized lowfat milk. But unlike other yogurts, they are heated after culturing and sealed in

airtight containers.

While ready-to-eat cereals developed specifically for children are not new, Nabisco Brands Inc. is rolling out nationally its first-ever kids' cereal—"Grahams Breakfast Bears."

Available in chocolate, honey and cinnamon flavors, this new cereal follows the successful introduction last year of Teddy Grahams bite-sized cookies.

Teddy Grahams bite-sized cookies reached \$150 million in sales its first year.