

## Hero Baby, from the Mediterranean to the world

- 24/11/2011, Barcelona, Spain - Hero Baby, from the Mediterranean to the world. Being aware of the multiple nutritional qualities of the Mediterranean diet and remaining faithful to the company's principles of growing up with the baby, **the leading company in the baby food market Hero** has launched the new menu and dessert recipes based on the **Mediterranean cooking** for its **Hero Baby** line. Designed for 4-months babies, **Hero Baby Cocina Mediterránea** recipes are packed in **EDV Packaging's unique plastic cups** and mean a new success for the company, thus consolidating its leadership in the demanding baby food market.



Traditionally packed in glass jars or presented in different shapes and sizes of plastic cups and containers, **Hero Baby Cocina Mediterránea** recipes begin a new era with **eight delicious varieties**, including paella with chicken and vegetables, spinachs, hake or pasta as a menu, and 7-fruits mix, fruit with a honey flavour and multi-fruit compote with cookies as a dessert. At the same time, Hero Baby renews their compromise with **EDV Packaging** in the production of a new one-size **low weight cup**, easy-stacking and **resistant to aseptic packaging processes**.

The 200 g. cup has been designed with a wide mouth diameter and **reinforced smooth walls** to allow consumers to use all the content while holding the cup in the palm of their hand. The cup is **hermetically thermosealed** with a flexible peelable aluminium foil. A **reclosable injected overcup** decorated with a label is added. The product is sold out in bi-packs with an attractive **decorated carton sleeve**.

### A perfect base structure

EDV Packaging coextrudes and thermoforms the high barrier **PP/EVOH/PP transparent structure** in its production plants in Llinars del Vallès, Barcelona, Spain. The robust EVOH layer provides **maximum guarantee to long preservation** of the packed product without refrigeration. It also ensures **ample barrier to oxygen, UV rays, moisture and aromas**, thus preserving taste up to **18 months** after packaging date, stored at ambient temperature.

### About EDV Packaging

EDV Packaging are a leading company in food protection packaging worldwide. Our range offers both barrier sheets and thermoformed containers to extend product shelf-life as much as possible.

EDV Packaging have a 40 year track record as a partner to global food brands, with whom we have developed a close relationship, from the concept to production. Over 3% of our sales are invested in R+D.

The company have the head office and production plants in Llinars del Vallès, Barcelona, Spain, and a global sales network with sales offices in Singapore and the United States of America.

### More information:

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