



Responsible Marketing Policy

Purpose and Scope



We believe every little one deserves the best start in life. That means making sure everything we say and do as a brand is honest, responsible, and puts children's wellbeing first.

Our products are complementary foods and are designed to support parents by providing healthy, tasty and convenient food alongside babies usual milk. All products will be marketed from 6 months from 2026 to ensure that they are not offered as a partial or total replacement for breastmilk.

This policy explains how we communicate about our products and brand — from packaging (including claims and labelling) and advertising (including how and where we talk to parents, carers and families), along with how we protect your data.

Our Commitment

We go beyond legal and industry standards because families and children deserve nothing less. Our marketing is designed to support, not pressure parents and caregivers.

Packaging (Claims / Labelling)



- We promise that everything on our packaging and communications will be legal, honest, and truthful.
- We clearly describe what's inside, including the ingredients, taste, texture and nutritional profile of our products, so parents and carers can make informed choices.
- We only make nutrition and health claims when we can back them up with sound science and regulation.
- We show responsible portion guidance that reflects recommended age, usage and government recommended calorie intakes and supports healthy balanced diets for little ones.
- We meet or exceed UK and EU regulations on food information, nutritional standards and health claims, along with organic and sustainability labelling.
- We have committed to reaching 100% compliance with the commercial baby food and drink voluntary industry guidelines set by OHID by February 2027.



Ingredients + Nutritionals



- We use simple, recognisable ingredients that parents trust - as close as possible to those used at home.
- Ingredients are carefully selected to be safe and appropriate for the intended age group.
- We do not add salt or refined sugar to any products under 3 years of age. Any sugar or salt will be naturally present in ingredients we use such as malted barley extract or cheese
- We share clear nutritional information on every pack and provide easy ways for consumers to find out more through our website or customer care team.
- All of our products are non-HFSS, whilst still prioritising the use of recognisable ingredients.
- All ingredients are sourced from suppliers that meet UK organic standards and are certified by Organic Farmers & Growers.

Advertising

- We comply with the UK CAP and BCAP Codes and the ICC Code on responsible food marketing.
- We will only ever promote products that meet our nutritional standards and support healthy development.
- The purpose of our communications will be to inspire, encourage and support parents + carers on their children's complementary mixed feeding styles. We will always provide accessible and useful information on how to develop healthy relationship with food.
- We do not use licensed characters, cartoons, or celebrities that primarily appeal to children under 16
- Any digital experiences or services linked to our products are designed to be educational, age-appropriate, and suitable for parents and carers to share with their children. These experiences may be offered on a free or paid basis, provided they do not require repeat purchasing of our products to unlock content, games, collectables or rewards.
- We avoid paid advertising in educational settings where children are the main audience, such as schools and nurseries. We may enter into unpaid partnerships with educational settings to support health and wellbeing including providing materials which may feature Ella's branding.
- Our content will reflect diverse families, cultures and experiences. We will avoid stereotypes and promote positive representation.





Data

- Any data we collect (via our website, Become a Friend programme or any other channel) is explained clearly to consumers, with full transparency about how it will be used.
- We respect families' privacy and never use personal data to target children or for purposes we haven't clearly communicated.
- We comply with UK GDPR and all relevant data protection laws to keep personal information safe and secure.

Monitoring and Accountability

This policy will be reviewed annually or when:

- Regulations change.
- Organic certification or sustainability standards are updated.
- Feedback from stakeholders (consumers, NGOs, regulators) warrants improvements.

Overall responsibility for compliance with this policy sits with the Ella's Kitchen Leadership Team.

Any Questions? Please contact us [here](#)

