

Building Healthy Babies: The Swedish Välling Company

Välling is a familiar word in every Swedish home where there are children. Typically Scandinavian, Välling is a liquid food based on cereals and milk. Most Swedish babies are raised on it. In America, the traditional progression of a child's diet begins with liquids (breast milk, formula, weakened fruit juices), continues with pureed solids, and graduates to table food. Many mothers dilute infant cereals to a consistency similar to Välling, recognizing that children can more easily ingest and digest cereal in that form; however, the concept of making such a food a routine part of a child's diet has not been a general practice in the United States. With the introduction of Semper Välling to the United States, this important step in feeding small children is finally gaining acclaim.

Organizations concerned with infant health and nutrition, such

as the World Health Organization (WHO), support the need for complementary feeding with semi-solid foods in the developing diets of children. With this in mind, Semper set out to bring its product to America through The Swedish Välling Company, which was founded in 1996. Cathy Wasson Sibirzeff established the company in an effort to supply the Swedish community with a reliable source of välling in the United States.

Välling has no equivalent in America, which has made it more difficult for Semper to determine the competitive environment. Other liquid foods on the U. S. market are Similac Toddler's Best, Carnation's Follow-Up Formula and Next Step Toddler Formula by Mead Johnson, and Ross Products' Pediasure. Unlike these potential competitors, however, Semper Välling contains no added sugar, salt, artificial flavorings, or artificial colorings. Its consistency is thicker, richer, and more creamy than milk or formula, and because it contains cereal, it takes longer to digest—one reason why Semper believes it is more satisfying. In addition to these differences, Semper Välling is less expensive than the products mentioned above. Its easy preparation has made it a popular choice among those with busy lifestyles.

Välling comes in three varieties: oat, oat and wheat, and multi-grain. Each variety is specifically designed for babies and children, six months of age and older. The Swedish Välling Company will be importing Oat and Wheat Välling (Välling 2), Multi-Grain Välling (Välling 3), and Semper's newest välling: Oat Välling. Each will be available in the United States in five liter boxes, with English text, beginning in April, 1997.



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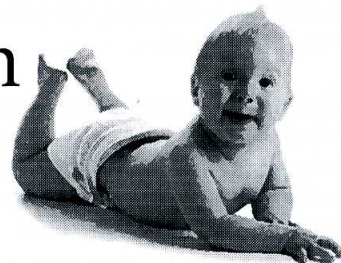
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