



Irene Queally

Pip and Pear Chilled Baby Foods

Pip and Pear Chilled Baby Food is an innovative range which has proven itself in the market, changing the way parents choose to feed their baby. The range caters for little ones from five months to three years. Each pot contains up to two of their five a day, using gently cooked organic fruit and vegetables, Irish Bord Bia approved meat and poultry and containing no added salt, sugar or additives. Pip and Pear products offer a guilt free alternative to time-pressed parents who want to feed their baby the very best.

Pip and Pear was set up by Irene Queally, Mom of two and proud owner of No.9 Barronstrand Street Cafe in Waterford. The wholesome dishes were trialled by many parents and babies in the cafe. The feedback was fantastic, demand grew, and Pip and Pear is now available in the dairy fridge of all major Irish retailers nationwide.

Pip and Pear has been awarded Gold at the Blas na hEireann National Irish Food Awards consecutively since 2014, along with the Maternity and Infant's 'Best Baby Food' for two years in a row. Pip and Pear also won the South Region Award at the 2017 National Enterprise Awards, which celebrates the achievements of Ireland's micro-enterprise sector.

Now well established in the Irish market, Pip and Pear have their eyes very much on expansion into European markets in the third quarter of this year. Pip and Pear will also launch a natural and innovative snack range in the coming months.

www.pipandpear.ie