

ALETE | THE BABY FOOD



There is a classic German advert with a catchy tune which goes along the lines of “Alete – food for your baby”. It sounds good, tastes good and has been produced fresh in jars for seven decades now. The brand name “Alete” comes from the Latin and means “may it thrive”. You can rely on this imperative; after all, it has nearly 70 years of experience behind it in the development of baby food which is dedicated to optimum growth and balanced nutrition of infants and small children.

In 1934, Allgäuer Alpenmilch AG got together with Munich paediatrician Prof. Günter Malyoth in order to develop an innovative new infant nutrient sugar which was to form the basis for the first infant milk food. The range was extended to cover vegetable supplements in 1956. First in tins, then in glass jars, they produced a complete range of food for babies, which guaranteed sufficient quantities of vitamins and trace elements. Putting unnecessary strain on the little ones by feeding them allegedly “low-nutrient” jar food was ruled out – as early as 1959, Alete used only raw materials from strictly-controlled Alete contract farms. Customer numbers for the healthy and easy-to-prepare baby and infant food increased rapidly, and, just one year later, there was enough demand to supply not only pharmacists but also food stores.

Since 1971, Allgäuer Alpenmilch AG, which later became Nestlé Alete GmbH and then Nestlé Nutrition GmbH, has been a 100 per cent subsidiary of Nestlé Deutschland AG, whose “children’s food” product group forms the roots of the international conglomerate. All over Europe, committed farmers are cultivating fruit, vegetables, milk and meat in accordance with strict quality standards, and, in the last 10 or more years, have been joined in their efforts by organic farmers. All the cultivation areas are selected only where the conditions for top quality are met, far away from roads and polluting industrial sites.

All the factories which process these natural ingredients for baby food are certified in accordance with the EU Eco-Audit ordinance. Every year, more

than 30,000 tons of various raw materials are examined for over 600 potential toxins. Regular samples are also taken during production. The Alete safety system extends from the generation of the raw materials to the final controls on, for example, the safety vacuum in the jars. The product is only released for sale when it has passed these comprehensive inspections. Gently steamed, pureed extra fine and produced largely without binding agents, the delicious blends of fruit and vegetables always go down well, and not just with the little ones. Many teenagers and adults now prefer the jars to a mixed grill.

The expansion of the company and constant developments have meant considerable extensions to the range: infant milk food (including hypoallergenic foods), teas, fruit and vegetable menus and meat preparations in four clear stages, drinks, milk and grain porridge, biscuits, desserts in pots, cereals for drinking and fruit bars. Added together they give a balanced, varied diet. Thanks to the strict production guidelines, all the foods meet the strict standards of German regulations and contain all the important nutrients that babies and small children need for a balanced diet.

At four sites across Germany, more than 1,000 employees of what is now Nestlé Nutrition GmbH ensure that every jar is filled not only with top-class products, but also with love and care for nutrition, in accordance with the company’s philosophy, now as 70 years ago: Nestlé Alete – grow up healthily.



Company name Nestlé Nutrition GmbH	Classic product Nestlé Alete Frühkarotten	Established Alete 1934, Nestlé 1867	Inventor Alete in collaboration with Prof. Malyoth	Founder Henri Nestlé (1814–1890)	Main production sites Biessenhofen, Weiding and Conow/Germany
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