

Welcome to the Go Well 24 week feeding program



Go Well[™]
by Good Feeding.



The start we all deserve

Good Feeding is proud to bring you **Go Well**. This 24 week feeding solution helps parents and caregivers establish babies' healthy habits from the very beginning.

The **Go Well** products and program guide parents on the feeding journey; from introducing a wide range of flavors, to providing nutrient dense foods that will help support rapid growth and brain development, and lay the foundations for a robust immune system.

The guidance and support aim to foster healthy, confident eaters who have a healthy relationship with food to take them into adulthood, potentially minimizing the risks of obesity, diabetes, and other lifestyle related conditions later in life.



All you need to know to get going

Go Well is so much more than a new range of healthy and nutritious baby food. It is a 24 week infant feeding solution delivered straight to your Patient Parent's door.

Brought to you by **Good Feeding**, the go-to online resource on infant feeding for both healthcare professionals and parents alike, you can be sure the **Go Well** program delivers support and guidance every step of the way.



A helping hand

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Coupled with the comprehensive yet easy-to-follow **Good Feeding** Guide, the **Go Well** program takes away much of the anxiety and apprehension first-time parents feel when starting the feeding journey. It may be especially valuable to those parents and caregivers who ask for a step-by-step guide to feeding or whom you consider to need a little extra support and guidance.

The **Good Feeding** Resource Center and the **Go Well** feeding solution are designed to work alongside Pediatricians, complementing your advice. At **Good Feeding**, we always recommend parents and caregivers consult with their Pediatrician before they start Flavor Training or complementary feeding and if they have concerns or encounter any problems along the feeding journey.



Flavor Training is one of the theories on which **Good Feeding** and **Go Well** are founded. Science shows that it is possible to 'train' a preference for vegetables within the first few months of food exposure. Flavor Training, not to be confused with complementary feeding, begins before babies need nutrition beyond breast milk or formula. It uses the 'window of opportunity,' between 4 and 7 months, for exposure and exploration without the stress associated with feeding for nutrition.



Umami

The savory, meaty or earthy taste of a food or dish, e.g. broths, cooked meats, fish, tomatoes, mushrooms and cheese.



Sour

The acidity in a food or dish. Common in some fruits, e.g. berries, grapes, lemons, and fermented foods such as yoghurt.



Bitter

A sharp, pungent taste in a food or dish, e.g. broccoli, kale, cabbage, brussel sprouts and grapefruit.

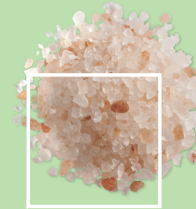


Sweet

In the **Go Well** program, we use the term 'Veggie Sweet' to describe the natural sweetness found in certain vegetables e.g. carrots, squash, peas, sweet potato, sweetcorn and sweet peppers.



A taste of flavor training



Salty

The presence of sodium in a food or dish often added to enhance flavor in a dish. Not recommended for children under the age of 2 years, e.g. table salt and soy sauce. **Go Well** products never contain added salt.



Spicy

Used to enhance the accompanying flavor profiles of a food or dish, e.g. paprika, mustard, chilli, ginger and black pepper.



}} **Texture** The feel and appearance of the food which adds a sensory element. Different textures provide different mouthfeels, e.g. crispy, crunchy, soft, sloppy, smoochy and silky.

🌡️ **Temperature** The degree or presence of heat in the food which adds a sensory component. Can heighten or dull the flavor of food.



Six steps along the feeding journey



Go Well Program Key Objectives

- To raise healthy, confident eaters, potentially prevent obesity and food fussiness by exposing baby to the right foods, at the right time and in the right way.
- To promote good health for life and giving baby the best start they deserve.

STEP	OBJECTIVE	BENEFITS & OUTCOMES FOR BABY	BENEFITS & OUTCOMES FOR MOM
First flavors	1 FLAVOR TRAINING	- Baby is exposed to an umami flavor, the first step in the Flavor Training journey.	- Parents are put at ease with the Flavor Training journey's steps and its importance in shaping healthy, confident eaters. All safe in the knowledge that, for now, it's all about exposure and the flavor experience and not about providing nutrition, as well as the role breastmilk or formula plays during this phase.
First tastes	2 FLAVOR FAMILIARITY REPEATING SEVEN BASIC VEGETABLE FLAVORS AND CONSOLIDATING FLAVOR EXPOSURE	- Baby is exposed to a wide range of vegetables, spanning the flavor profiles of umami, bitter and veggie sweet. Repetition, during this critical learning window, is key and promotes familiarity and lifelong acceptance.	- Parents are relaxed and can enjoy this process because it is solely about Flavor Training and not providing food for nutrition, i.e., a 'taste' is all that is required. - Parents learn to read the different faces baby makes in response to the different flavors and hunger and fullness cues and respond accordingly. - Parents understand the importance of 'you provide, and baby decides' before moving onto First Purees, as well as the role breastmilk or formula plays during this phase.
First purees	3 THE START OF COMPLEMENTARY FEEDING, MOVING TO NUTRIENT-DENSE MEALS, AND PREPARING FOR TEXTURES	- Baby's Flavor Training journey continues with vegetable-forward offerings while contributing to their nutritional needs with balanced, nutrient-dense meals. The thicker purees and inclusion of appropriate finger foods prepare them for textures.	- Parents feel like they are in the driver's seat when it comes to mealtimes. They feel they 'have got this' and are confident in the 'I provide, baby decides' feeding dynamic. - Parents feel confident and have a plan when it comes to introducing food allergens. - Parents feel confident to offer appropriate finger foods and are knowledgeable about the difference between choking and gagging. - Parents understand the need for nutrient-dense meals but also understand that 'how' they are offered is just as important, i.e., learn what responsive feeding/healthy feeding practices are.
First textures	4 TEXTURE DEVELOPMENT, BROADENING THE FLAVOR BASE, AND EXPANDING/INCLUSION FINGER FOODS	- Baby becomes familiar and willingly accepts a wide range of textures while continuing the Flavor Training journey, promoting oral tolerance and speech development. - Baby has a healthy respect and is learning to respond appropriately to hunger and fullness cues.	- Parents feel confident and happy to offer a widening range of appropriate finger foods and textured spoonable foods, as well as, the importance of continually expanding the range of textures and how/when to recognize they might need help/assistance. - Parents feel increasingly confident in the feeding dynamic/responsive feeding/healthy feeding practices (the how). - Parents understand the need to continually expand the flavor base while at the same time consolidating the exposure to the basic flavor profiles of umami, veggie sweet, sour, and bitter.
First herbs & spices	5 VARIETY OF FLAVORS AND TEXTURE IN PREPARATION FOR FAMILY MEALS	- Baby becomes more confident in feeding self, can self-regulate through responding to fullness cues, and understands that food is for nutrition, not to regulate emotions or cure boredom.	- Parents understand the benefits of broadening the flavor base with the inclusion of herbs and spices and a wide range of textures offered to baby, both through finger and spoonable foods. - Parents understand the benefits of getting messy and involving all the senses when eating. - Parents understand the benefits of family role modeling and eating together as a family i.e., transitioning to the family table and meal time. - Parents are happy and confident in the feeding dynamic and given a chance to self reflect on their feeding situations (through our Food Parenting Survey) and understand the role breastmilk or formula plays during this phase.
First tastes of the world	6 ADVENTUROUS EATERS	- Baby has a solid foundation of flavor and texture training and is confident and adventurous trying new foods. - Baby can respond appropriately to hunger and fullness cues, happily joining the family table - a safe environment, free from pressure.	- Parents feel happy and confident to transition baby to the family table, putting into practice all the skills they have learned over the past 24 weeks. Meal times are a pleasant time, where everyone is happy to come to the table, free of stress. Everyone is confident and happy in their roles within the feeding dynamic of 'parents provide, and baby decides'. - Parents have the skills and knowledge to provide the nutrition, the exposure to a widening base of healthy foods, and the environment for healthy food habits to thrive. - Parents feel happy and confident they have given their baby 'the start we all deserve', potentially minimizing the risk of obesity and picky eating and ultimately, raising a healthy, happy eater.



Goodness you can see

The striking difference you'll discover when opening a pouch of **Go Well** is the color and texture of the baby food. **Go Well First Tastes Carrot** is the vibrant orange of well, carrots and the green beans are a vivid green. Part of the reason for this is the pure ingredients sourced, the other part is the revolutionary cooking process used.

Nutritious Ingredients : Go Well First Tastes vegetable packs are made from single, pure vegetables and never mixed with sweet ingredients to hide the natural flavors of goodness!



About our spout pouches

You will notice that all **Go Well** food currently arrives in spout pouch packaging. These are not intended to be a direct feeding method. Learning to eat is a sensory experience and sucking straight from the pouch does not allow baby to see, smell and feel the food. Also, it can play havoc with emerging teeth and because it can be consumed so quickly it could override fullness cues, leading to overeating. The best way to go is to place the food in a bowl and use a spoon and let baby use fingers to explore and experience all the wonders of food.

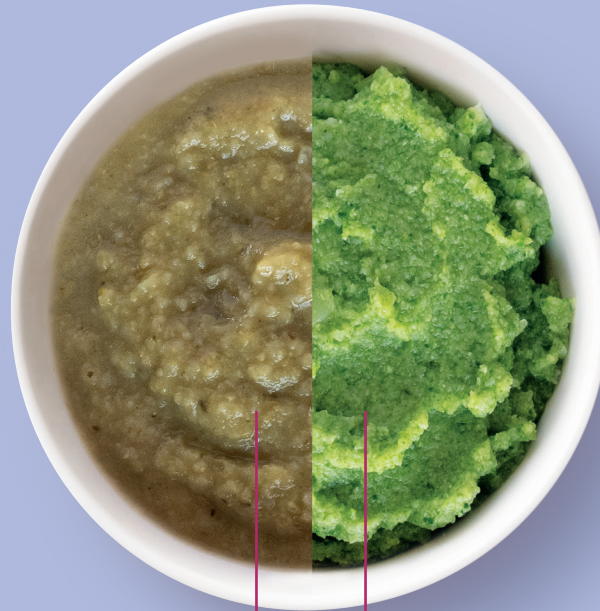
FLAVOR PROFILE



A healthy process



Scan the QR code to find out more about our **Go Well** key benefits.



An example of what standard baby food can look like.

Our **Go Well** unique cooking process retains the goodness and color.

Most baby food products are prepared over long periods at high temperatures. While this ensures food safety, it significantly reduces flavor, texture, color, and most importantly, nutrients. **Go Well** baby products are prepared using a unique thermal cooking process. This approach meets required safety standards and reduces heating time and temperature – preserving the vibrant colors, delicious flavors, natural textures, and vital nutrients.



Baby's first flavor is Broth Balm

Our unique **Go Well Broth Balm** has been developed to introduce baby to their first taste of the world beyond breastmilk or formula. By smearing a small amount on baby's lips or allowing baby to suck a small amount off a clean finger, baby receives their first introduction to savory and umami flavors.

Week 1 includes **First Flavors Broth Balm** which is Umami flavor.



Scan to find out more about **Flavor Training**.



Lip smacking goodness



Babies are born with a natural preference towards sweet. Which is why both breastmilk and formula are predominantly sweet. So, exposing the palate and introducing the concept of non-sweet and umami flavor profiles is a learned behavior. One that can help mould healthy eating preferences.

Why

Exposing the palate and introducing the concept of non-sweet and umami flavor profiles is a learned behavior that results in healthy eating preferences.

Although exposure to different flavors begins early in life, through amniotic fluid and breastmilk, providing an external savory flavor before introducing solids can also enhance learning about flavors.

Starting early, around four months, enhances baby's acceptance of new foods in the first year. This food acceptance makes proper nutrition easier as baby transitions from a milk-based to a solid-based diet.

What

Go Well Broth Balm is a no-added-salt concentrated broth product. By smearing a small amount on baby's lips or allowing baby to suck a small amount off a clean finger, baby will receive their first direct introduction to savory and umami flavors.

How

It's important your patient parent chooses a time when they are both happy and relaxed; after a milk feed is best because they don't want baby hungry. In their pack they will receive 4x 1.7oz packs of **Go Well Broth Balm**. All they need to do is squeeze a small amount onto a clean spoon (a ¼w tsp is all that is required). Let stand at room temperature for 10 minutes. While baby is comfortably sitting in their lap, with a clean finger, dab or smear a small amount of Broth Balm onto lips and gums or allow baby to suck from their finger. The same process should be used for the first few vegetables included in the box.

Ensure the cap is replaced tightly back on the **Go Well Broth Balm** and place in the fridge for next time. Providing the **Go Well Broth Balm** is stored in the refrigerator, and the spoon or finger that it comes in contact with are clean, it will be good in the fridge for up to 48 hours from opening. Over this period, parents can repeat the process as many times as they like, providing all is going well. If it doesn't go so well, we suggest they leave it and try again tomorrow.



Together we can make a change for good

By simplifying the science and having conversations about different feeding philosophies, **Good Feeding** alongside Pediatricians can guide parents along the feeding journey and help grow a generation of healthy eaters!

Developed to start them on the road to positive, lifelong eating habits that may help fight the good fight against childhood obesity.

Please share **goodfeeding.com** with your parents and get their feedback. Even better, sign up to the **Good Feeding Pediatric Professional Network** to receive offers and have the opportunity to contribute to, collaborate with, and give feedback on new content.



Order more pads online at goodfeeding.com/hcp



Sign up to the **Good Feeding Pediatric Professional Network**.



We're here for you



Please use the QR Code below to go straight to the **Good Feeding** website for additional information and guidance surrounding the **Go Well 24 week** feeding program.

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