



# MeWe Nutrition

Catalog 2020



# Good for Me and We.

Not only is MeWe good for me, it's good for we. 100% of profits help us end malnutrition worldwide. Go, humanity, go!

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**100% of profits help us end malnutrition worldwide.**



# Our Story

Hello. I'm Navyn Salem. Over a decade ago, tackling malnutrition became my life's work after visiting my father's birthplace, Tanzania. In a community hospital, the haunting cries of a mother who'd lost her child to malnutrition stayed with me long after I'd left. I learned that over 20 million children were in danger of losing their lives to severe acute malnutrition worldwide (with another 200 million suffering lifelong damage from other forms of malnutrition). I did my research and learned about Plumpy'Nut®, the lifesaving ready-to-use therapeutic food (RUTF), which was developed to reverse this life-threatening condition in a matter of weeks with a ~90% success rate.

In 2009, I founded [Edesia](#), a non-profit food manufacturer and social enterprise, to expand the reach of this portable and shelf-stable peanut-based food. While working to fulfill our mission to help treat and prevent malnutrition in the world's most vulnerable children, my team in Rhode Island has reached over 10 million malnourished children across 55 countries over the years. We proudly partner with UNICEF, the World Food Programme, and USAID to get our lifesaving foods to where they are needed most.

Here at home, my friends and family had their own nutritional challenges and kept asking me if Plumpy'Nut® would help. My nephew wasn't growing at the same pace as his friends; my best friend was going through chemo and needed extra nutrition; and my 92-year old neighbor had stopped eating and was losing weight. They and many others inspired me and my team of experts to create **MeWe Nutrition**. Our delicious, nutritious foods are designed specifically to meet the needs of America's families while all of our profits help humanity thrive.

A handwritten signature in black ink, appearing to read 'Navyn Salem', with a stylized, flowing script.

# FAQs

## **How does MeWe differ from regular peanut butter?**

MeWe's purposeful nut butters are a smooth blend of roasted peanuts and other all-natural ingredients such as fruit powder, whey protein, and vitamins and minerals, depending on the line. While regular peanut butter can be a choking hazard for babies and some adults too, MeWe is always easy to swallow.

## **What is the colorful shape on the front of the MeWe packages?**

It's the silhouette of one of the 55 countries where we've sent lifesaving foods over the last decade. 100% of our profits help us expand our work to help end malnutrition worldwide.

## **Does MeWe contain anything artificial?**

No. We do not use corn syrup, artificial colors, or artificial sweeteners in our foods. We aimed for clean and simple ingredient lists while ensuring maximum swallowability, minimal oil separation, and great taste.

## **How does MeWe Baby differ from other peanut introduction brands?**

MeWe Baby is not another medicalized solution for allergen introduction. It's a simple, nutritious, easy-to-swallow food that babies enjoy eating. A convenient, on-the-go protein snack – perfect for busy lifestyles – it's also appropriate for toddlers and pre-schoolers too.

## **What makes MeWe Kids and Adult Nutrition different from the average nutritional shake or bar?**

We believe a delicious and satisfying fortified peanut butter provides consumers an exciting alternative to a liquid nutritional shake and/or bar. Instead of synthetic vitamins and minerals, we use an all-natural organic vegetable blend and a milk mineral blend (for calcium, potassium, and phosphorus). The sugar content (5g or less) for MeWe Kids and Adult Nutrition is about one third less than the typical nutritional shake and bar.

## **How should MeWe be consumed?**

MeWe is ready-to-eat straight from the squeeze pack after kneading for



20 seconds and opening at the tear-notch. It may also be served like peanut butter, spread onto crackers, bread, or fruit and vegetables – or mixed into oatmeal, yogurt, etc.

### **Does MeWe require refrigeration?**

No, MeWe is stable at room temperature. If the MeWe squeeze pack feels too soft (due to excessive heat exposure), knead for 20 seconds and then refrigerate for about one hour before tearing open.

### **Where is MeWe sold?**

You can buy MeWe through our website, [mewenutrition.com](https://mewenutrition.com), or through [Amazon.com](https://www.amazon.com).

### **How can I get a sample kit?**

Please send a detailed message to [hello@mewenutrition.com](mailto:hello@mewenutrition.com) to request a kit with samples, coupons, and other marketing materials.

[mewenutrition.com](https://mewenutrition.com)



# MeWe Baby

## Introduces peanuts to your lil' peanut.

MeWe Baby is the delicious, easy-to-swallow fruit and nut spread for babies 6+ months. The latest **American Academy of Pediatrics' [guidelines](#)** suggest offering peanut-containing foods after the introduction of solids. For many infants, this could significantly lower peanut allergy risks. With no added sweeteners, MeWe Baby may also be used as a nutritious protein snack for toddlers and pre-schoolers.

### Ingredients (Banana Peanut Butter):

Peanuts, Banana, Coconut Oil, Palm Fruit Oil

**CONTAINS:** Peanuts

**MAY CONTAIN:** Milk, Soy, Tree Nuts (Coconut)



GLUTEN-FREE



## Banana Peanut Butter FRUIT & NUT SPREAD

### Nutrition Facts

**Serving size** 1 pack (20g)

**Amount per serving**

**Calories** 120

	%DV*	%DV**
<b>Total Fat</b> 10g	<b>33%</b>	<b>26%</b>
Saturated Fat 5g	—	<b>50%</b>
Trans Fat 0g	—	—
<b>Cholesterol</b> 0mg	—	<b>0%</b>
<b>Sodium</b> 0mg	—	<b>0%</b>
<b>Total Carbohydrate</b> 6g	<b>6%</b>	<b>4%</b>
Dietary Fiber 2g	—	<b>14%</b>
Total Sugars 3g	—	—
Includes 0g Added Sugars	—	<b>0%</b>
<b>Protein</b> 3g	<b>20%</b>	<b>23%</b>
Vitamin D 0 mcg	0%	0%
Calcium 10mg	4%	0%
Iron 0.2mg	2%	2%
Potassium 130mcg	20%	4%

\*% Daily Value 6-12 Months

\*\*% Daily Value 1-3 Years





## Highlights:

- Easy-to-swallow fruit and nut spread
- Baby-friendly flavors include Apple Cinnamon Peanut Butter, Banana Peanut Butter, Strawberry Peanut Butter
- No added sugar; sweetened and flavored with all-natural fruit powders
- Contains 3g of peanut protein per serving to meet AAP recommendations
- 20g squeeze pack

## Use Info:

- The **American Academy of Pediatrics** recommends introducing peanut-containing foods to most infants around 6 months of age.
- Children at higher peanut allergy risk (eczema and/or egg allergy) should first consume peanut-containing foods as early as 4–6 months under medical supervision.
- The [LEAP study](#) suggests these higher-risk children consume 6g of peanut protein per week until the age of five. That's the equivalent of about two MeWe squeeze packs per week.
- Knead for 20 seconds, tear the notch, serve directly from the squeeze pack, from a spoon, or with other solid foods.

# MeWe Kids Nutrition

## A nutritious nudge for growing kids.

**MeWe Kids Nutrition** is an exciting new alternative to pediatric nutritional shakes and bars. It is a balanced, delicious nutrient and nut spread for children over the age of one. It may be offered as a nutritious snack for picky eaters or as a nutritional supplement for children with growth concerns under the guidance of a healthcare professional.

### Ingredients (Birthday Cake Peanut Butter):

Peanuts, High Oleic Canola Oil, Whey Protein Isolate, Sugar, Palm Fruit Oil, Milk Mineral Complex, Organic Vegetable Blend (Broccoli, Spinach, Kale, Pumpkin, Sweet Potato, Sunflower Seed, Kelp, Chlorella, Maitake Mushroom, Shiitake Mushroom), Natural Flavor, Salt.

**CONTAINS:** Peanuts, Milk

**MAY CONTAIN:** Soy, Tree Nuts (Coconut)



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### Birthday Cake Peanut Butter

NUTRIENT & NUT SPREAD

## Nutrition Facts

**Serving size** 1 pack (32g)

**Amount per serving**

**Calories** 190

%DV\* %DV\*\*

**Total Fat** 16g 41% 21%

Saturated Fat 3g 30% 15%

Trans Fat 0g — —

**Cholesterol** 0mg 0% 0%

**Sodium** 35mg 2% 2%

**Total Carbohydrate** 5g 3% 2%

Dietary Fiber 1g 7% 4%

Total Sugars 4g — —

Includes 3g Added Sugars 12% 6%

**Protein** 8g 62% 16%

Vitamin D 4 mcg 25% 20%

Iron 4mg 60% 20%

Vitamin A RAE 160mcg 50% 15%

Vitamin E 6mg 100% 40%

Thiamin B1 0.3mg 60% 25%

Niacin B3 5mg 80% 30%

Folate DFE B9 100mcg 65% 25%

Biotin B7 6mcg 75% 20%

Phosphorus 170mg 35% 10%

Magnesium 40mg 50% 10%

Selenium 13mcg 65% 20%

Manganese 0.5mg 40% 20%

Molybdenum 10mcg 60% 20%

Calcium 180mg 25% 15%

Potassium 80mg 2% 2%

Vitamin C 16mg 100% 15%

Vitamin K 25mcg 80% 20%

Riboflavin B2 0.3mg 60% 25%

Vitamin B6 0.3mg 60% 15%

Vitamin B12 0.5mcg 55% 20%

Pantothenic Acid B5 1mg 50% 20%

Iodine 27mcg 30% 20%

Zinc 2mg 65% 20%

Copper 0.3mg 100% 30%

Chromium 5mcg 45% 15%

\*% Daily Value 1-3 Years \*\*% Daily Value Children 4+ Years/Adults



## Highlights:

- Easy-to-swallow nutrient and nut spread
- Picky-eater approved flavors include Birthday Cake Peanut Butter, Chocolate Brownie Peanut Butter, Cookie Dough Peanut Butter
- Naturally delicious, with only 4-5g of sugar per serving\*
- Contains 24 vitamins and minerals from an organic vegetable blend and minerals derived from milk (calcium, phosphorus, and magnesium)
- Peanuts and whey protein isolate provide 8g of protein per serving
- 32g squeeze pack

## Use Info:

- Consult a healthcare professional before giving more than 1 pack per day to children under four years of age or more than 2 packs per day for children older than four.
- Knead for 20 seconds, tear the notch, consume directly from the squeeze pack or with other foods.
- Suitable for lactose intolerance.
- Not for children with Galactosemia.

\*Depending on flavor



# MeWe Adult Nutrition

## So nutritious, you can call it 'peanut better'.

**MeWe Adult Nutrition** is a delicious and satisfying alternative to adult nutritional shakes and bars. It's a balanced nutrient and nut spread for adults, which may be used as a nutritious snack or a nutritional supplement during times of involuntary weight loss and/or malnutrition under the guidance of a healthcare professional.

### Ingredients (Snickerdoodle Peanut Butter):

Peanuts, High Oleic Canola Oil, Whey Protein Isolate, Sugar, Palm Fruit Oil, Milk Mineral Complex, Cinnamon, Natural Flavor, Organic Vegetable Blend (Broccoli, Spinach, Kale, Pumpkin, Sweet Potato, Sunflower Seed, Kelp, Chlorella, Maitake Mushroom, Shiitake Mushroom), Salt

**CONTAINS:** Peanuts, Milk

**MAY CONTAIN:** Soy, Tree Nuts (Coconut)



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## Snickerdoodle Peanut Butter NUTRIENT & NUT SPREAD

### Nutrition Facts

**Serving size** 1 pack (43g)

**Amount per serving**  
**Calories** **250**

	%Daily Value*
<b>Total Fat</b> 22g	<b>28%</b>
<b>Saturated Fat</b> 4g	<b>20%</b>
<i>Trans Fat</i> 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 60mg	<b>2%</b>
<b>Total Carbohydrate</b> 8g	<b>3%</b>
<b>Dietary Fiber</b> 2g	<b>7%</b>
<b>Total Sugars</b> 5g	
<b>Includes 4g Added Sugars</b>	<b>8%</b>
<b>Protein</b> 10g	<b>20%</b>

Vitamin D 5mcg	25%	Calcium 190mg	15%
Iron 5mg	30%	Potassium 120mg	2%
Vitamin A 200mcg	20%	Vitamin C 20mg	20%
Vitamin E 6mg	40%	Vitamin K 30mcg	25%
Thiamin .4mg	30%	Riboflavin .4mg	30%
Niacin 6mg	35%	Vitamin B <sub>6</sub> .5mg	30%
Folate 100mcg DFE	25%	Vitamin B <sub>12</sub> .6mcg	25%
Biotin 7mcg	25%	Pantothenic Acid 1mg	20%
Phosphorus 200mg	15%	Iodine 38mcg	25%
Magnesium 50mg	10%	Zinc 4mg	35%
Selenium 23mcg	40%	Copper .3mg	35%
Manganese .9mg	40%	Chromium 11mcg	30%
Molybdenum 13mcg	30%		

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



### Highlights:

- Easy-to-swallow nutrient and nut spread
- Delicious flavors include Café Mocha Peanut Butter, Snickerdoodle Peanut Butter, and Vanilla Milkshake Peanut Butter
- Naturally flavored, with only 5g of sugar per serving
- Contains 24 vitamins and minerals from an organic vegetable blend and minerals derived from milk (calcium, phosphorus, and magnesium)
- Peanuts and whey protein isolate provide 10g of protein per serving
- 43g squeeze pack

### Use Info:

- Knead for 20 seconds, tear the notch, consume directly from the squeeze pack or with other foods.
- Suitable for lactose intolerance.
- Not for adults with Galactosemia.

# MeWe Nutrition vs. Leading Nutritional Shakes and Bars\*

Vitamins & Minerals .....	✓
Good source of Protein .....	✓
Non-GMO .....	✓
Organic Vegetable Blend .....	✓
Milk Mineral Complex .....	✓
Nothing artificial .....	✓
Simple ingredient list .....	✓
Less than 5g of sugar per serving .....	✓
Helps end global malnutrition .....	✓



.....	✓
.....	✓
.....	✗
.....	✗
.....	✗
.....	✗
.....	✗
.....	✗
.....	✗



\*Compared to Abbott Nutrition's Pediasure, Ensure, and Zone Perfect Bar Nutrition Bars.



# The Foods At-a-Glance

Product:	MeWe Baby FRUIT & NUT SPREAD	MeWe Kids Nutrition NUTRIENT & NUT SPREAD	MeWe Adult Nutrition NUTRIENT & NUT SPREAD
Age:	6+ Months	1+ Year	Adults
Use:	<ul style="list-style-type: none"> <li>• Peanut introduction</li> <li>• Meets American Academy of Pediatrics' recommendations</li> <li>• Nutritious protein snack</li> </ul>	<ul style="list-style-type: none"> <li>• Supplement for picky eaters</li> <li>• Assists with catch-up growth</li> <li>• Nutritious on-the-go snack</li> </ul>	<ul style="list-style-type: none"> <li>• Fills nutrient gaps in adults</li> <li>• Assists with unintentional weight loss concerns</li> <li>• Nutritious on-the-go-snack</li> </ul>
Highlights:	<ul style="list-style-type: none"> <li>• Easy-to-swallow</li> <li>• 3g peanut protein</li> <li>• No added sweeteners</li> </ul>	<ul style="list-style-type: none"> <li>• 8g protein</li> <li>• 24 vitamins and minerals*</li> <li>• Only 4-5g of sugar per serving</li> </ul>	<ul style="list-style-type: none"> <li>• 10g protein</li> <li>• 24 vitamins and minerals*</li> <li>• Only 5g of sugar per serving</li> </ul>
Flavors:	<ul style="list-style-type: none"> <li>• Apple Cinnamon Peanut Butter</li> <li>• Banana Peanut Butter</li> <li>• Strawberry Peanut Butter</li> </ul>	<ul style="list-style-type: none"> <li>• Birthday Cake Peanut Butter</li> <li>• Chocolate Brownie Peanut Butter</li> <li>• Cookie Dough Peanut Butter</li> </ul>	<ul style="list-style-type: none"> <li>• Café Mocha Peanut Butter</li> <li>• Snickerdoodle Peanut Butter</li> <li>• Vanilla Milkshake Peanut Butter</li> </ul>
Serving Size:	20g squeeze pack	32g squeeze pack	43g squeeze pack

\* Naturally fortified with an organic vegetable blend and a milk mineral blend.



MEWE\_HCP\_2001

Read reviews and shop: [mewenutrition.com](https://www.mewenutrition.com) and [Amazon.com](https://www.amazon.com)

More info and sample requests: [hello@mewenutrition.com](mailto:hello@mewenutrition.com)