

YUMI

Nerd out with us as we explore the wonderful world of **food**, **science**, and **parenting**.

THE 1000



The Cool Kids

The famed chef duo Jon + Vinny are all about that dad life.

helloyumi Bite ME

Introducing the Biteamin. A whole new way to vitamin, for the whole family.

Paid Family Leave + You

Fighting for paid family leave. Here's what you need to know.

Brains Are Built.

Do you know these 9 facts about your child's nutrition and development?

For references and more information please visit www.the1000.com

1
60% of your baby's food intake is used for **brain development**.

2
By **12 months**, the infant brain will have doubled in size from birth.

3
A human's **taste** preferences are largely set by **age 4**.

4
Globally, only **1 in every 6 children** is receiving a minimum acceptable diet, according to **UNICEF**.

5
Shockingly but not surprisingly, **American toddlers eat more french fries** versus any other vegetables.

6
The nutritional needs for a **6 - 23 month** old are greater per kg of body weight than at **any other time in life**.

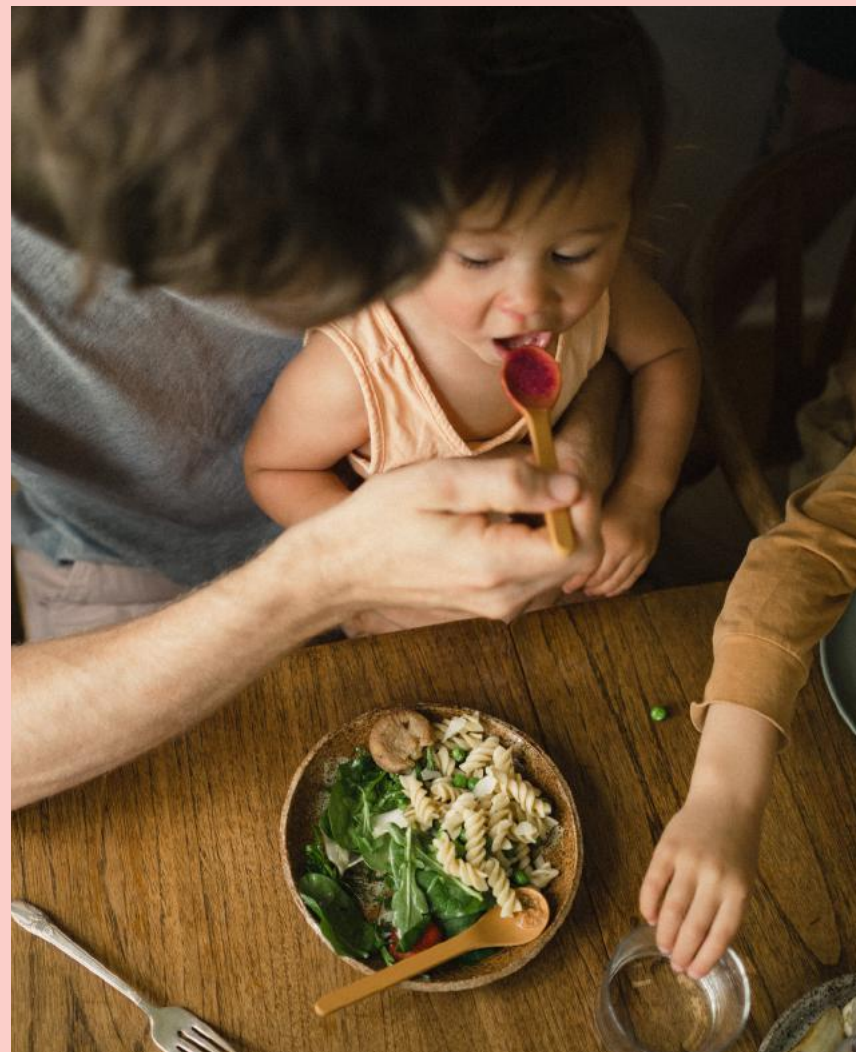
7
A newborn has an **iron supply at birth**, which is depleted by roughly the **6 month mark**.

8
Iron, which is critical for brain development, is **the most common deficiency in the first 1,000 days** of life in the U.S. and globally.

9
Eradication of the three common deficiencies – **iron, zinc, and iodine** - could raise the world **IQ 10 points** according to the W.H.O.

How to Avoid a Picky Eater

- Be aware of your own relationship with food. We are our kids' heroes, so how we respond to healthy foods will influence how our children react.
- That said, eat with them (if you can!). One for you, two for them. React positively to foods that are "new" to them.
- We can't stress this enough: it will take time! New foods are "scary" to kids. 12-15 exposures sound like a lot in the mealtime moment, but it will save you time and stress in the long run.
- Bring your baby into the kitchen and let them play with textures, colors, and smells of real food.
- As they grow older, allow them to help. Take your tot to the farmer's market and let them identify fresh produce. Let them mix and prep in the kitchen! The more involved they feel, the more interest they have in healthy foods.
- Let them get messy! Messy eating is an important part of development and will help avoid pickiness.
- Keep in mind that growth spurts come and go. Which means, your baby's appetite will fluctuate. Do your best to stay neutral and warm if they push certain foods away. They are watching your cues.



Goran's Corner

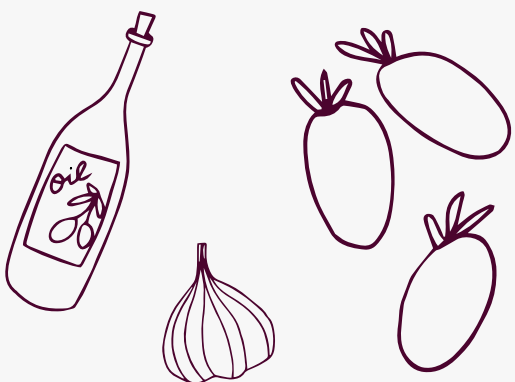
We asked **Dr. Michael Goran**, a leading authority on childhood nutrition, USC professor and medical advisor to Yumi tells us what science has told him about sugar and kids. He's packaged decades of research in some key findings below, but you can learn more in his new book, **"Sugarproof: The Hidden Dangers of Sugar that are Putting Your Child's Health at Risk and What You Can Do."**

1. The United States is now the world's largest per capita consumer of sugar. And there are over 200 different names for sugar.
2. Kids today, especially young children, are consuming more sugar in liquid form than ever before.
3. Fruit based sugars and sweeteners are becoming more prolific: evaporated grape juice, apple juice concentrate, pear juice concentrate, and crystalline fructose. These are all high in fructose. Sometimes they are even higher in fructose than high fructose corn syrup! Juice is largely stripped of key insoluble fiber that slows down sugar absorption in the body.
4. Too much sugar impairs children's abilities to excel at their tasks, whether it's building a tower of blocks at age two, writing an essay for a college application at age seventeen, or taking standardized tests in the classroom at any age. Those effects of too much sugar on healthy brain development can occur in utero or infancy through transmission of sugars from mother to baby.

"Too much sugar literally shrinks the brain."

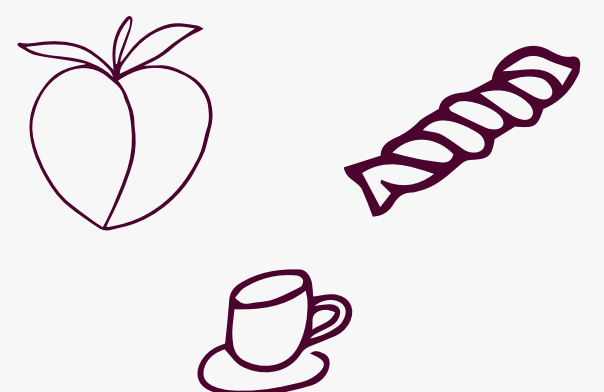
5. A child doesn't need to be overweight to have a sugar problem.
6. There's a general sense that kids get a free pass to eat whatever they want, and that only adults have to worry about the consequences of what they eat. But this "pass" doesn't exist, and it never did. What your child eats during the first years of life - including what you eat during pregnancy and breastfeeding- has profound developmental effects.
7. New research shows that too much sugar literally shrinks your brain. This is a lifelong process, which means, mom and dad, sugar shrinks your brain too. High fructose reduces brain plasticity and long-memory function.
8. Kids are born with a built-in preference for sweetness, which is meant to serve as a protective mechanism. But this mechanism is backfiring in today's high sugar food environment.
9. The brain does need some sugar to function. In an ideal situation, the body gets this glucose from a variety of real, less-processed foods.

Chef Series



JON & VINNY'S
ITALIAN

By Arianna Schioldager



The award-winning duo love cheese and cake, just like the rest of us.

In the diapered land of baby brigades, many **iconic duos** exist: peas and carrots, Bert and Ernie, Mr. Rogers and his cardigans.

Jon Shook and Vinny Dotolo, aka Jon and Vinny, the wildly successful, and James Beard award-winning chefs, are not amongst them.

But **they will be.**

These two dudes sit on top of a culinary empire, which includes Jon & Vinny's, Animal, Son of a Gun, and Petit Trois. But with their Yumi collaboration they've managed to merge the world of Bib Gourmand with little bibbed gourmands (aka, babies).



Are there certain smells or flavors of your childhood that influenced your feelings about food?

JON: Mangos, papayas, bananas, sugar cookies. I didn't have any feelings about food until my teens. It specifically happened when I had real mashed potatoes for the first time. As a baby of the '80s, I grew up with spuds in a box and where I grew didn't have much food culture. But, when I had real mashed potatoes from potatoes, I knew I had to learn how to make it.

VINNY: Wow, so many. The smell of oranges because I used to live near an orange grove. This place processed and turned oranges into orange juice and they used to sell a soft serve creamsicle twist (orange and vanilla). I would go all the time up until after high school. Another smell of my childhood is an Italian deli. My family used to go in all the time and get products.

Do you have any early memories in the kitchen you can share?

JON: My earliest memory of cooking something was instant brownies with my older brother for my mom's birthday. My brother misread the instructions and instead of baking for 30 minutes and resting for 2 hours before eating, my brother read it as bake for 2 hours and rest for 30 minutes. We totally ruined our mom's favorite baking dish!

VINNY: I was always in the kitchen. I used to love licking the beaters when my dad would make mashed potatoes or bake a cake. My grandmother used to set up our little fryer in the backyard and made me fry the french fries outside.

If we were to travel back in time, and five-year-old you were to make us a dish, what would it be?

JON: Tuna melt – this was the first thing that I learned to make myself at home.

VINNY: I used to be obsessed with making nachos. I would melt the cheese on the chips in the microwave.

Did you have feelings about baby food prior to collaborating with Yumi?

JON: I had a lot of feelings about baby food because I would always taste my kids baby food before feeding it to them. I tasted a lot of baby food and the thing that was always so shocking to me was just how "baby" the food was. I loved our first collab with Yumi where we could introduce "adult" flavors in kid-like form.

VINNY: I ate baby food all the way until I was a teenager. I thought it tasted so good.

Have those feelings shifted after developing blends for our littlest friends?

JON: We factor in introducing adult flavors.

VINNY: Still love baby food – might love it even more! I love thinking about connecting how to feed children good food at an even earlier age than I thought I would.

Do you think it's important for babies to "eat the rainbow" as we say (aka, eat more than pouch peas and carrots)?

JON: 100%. With my kids, I also never fear or shun the not so nutrient items like sugar. I just try to control their portion sizes. For me, I don't mind if they have ice cream as long as it's a controlled amount.

VINNY: Of course. I think it's important that we expose them to as many things as they will potentially absorb.



Did your relationship with food change once you had kids?

JON: Yes, I found myself eating more food that kids like. I backed down on some of the spice and I find myself eating things that I haven't in a long time.

VINNY: Of course. I had to make things considering their palate. I cook a lot of simple things for them. I cook even less complex for myself than I did before.

• Chef Series

Do award-winning chefs have a hard time getting their kids to eat veggies too?

JON: When my wife makes it – yes, but when I cook it – no, but I season with salt. If you make vegetables taste good it won't matter that it's a vegetable.

VINNY: Yes and no. Kids like to take a stance on what they like, but if you keep putting it in front of them they'll eventually try it and hopefully like it.

Any tricks for getting tots to eat healthy foods?

JON: My trick that I did with both of my kids is that when I began introducing food to them, I gave them one taste of a drop of soda. Now they'll always try something I bring to them because they know that it could be really good! I have more difficulty now with my 5 year old son eating proteins because he mostly enjoys eating raw vegetables, carbs like pasta or rice and salads.

VINNY: Pretend it's an airplane.

We find you in the kitchen at midnight, what are you snacking on?

JON: It really depends on my mood, but lately I've been snacking on blackberries. But really depending on what's keeping me up so late, it could be left over Thai food, cereal or a pb&j sandwich.

VINNY: Dark chocolate.

What's the one food you know is SO good for you, but you just can't bring yourself to eat it.

JON: Kale. I have an actual intolerance for brassicas vegetables.

VINNY: I really do love healthy food. I have a hard time with fermented fish like herring, but I like sardines and stuff like that.

Any food forecasting for 2021?

JON: I think that as restaurants are allowed to serve again, people will want and crave the experience of going out to eat and eating with large groups. Hopefully by the end of the year!

VINNY: If we're allowed to come back to restaurants, I think people will come back for great food, but with really great hospitality. The experience will go a long way.

What is the food we should all be eating this year?

JON: Lentils.

VINNY: More cake!



• A Yumi Original Recipe

Strawberry Shake Frozen Treats

*All you need is our seasonal "Strawberry Shake" Blend,
available at helloyumi.com/menu*

How To: Strawberry Shake Popsicles

1. Remove Strawberry Shake blend from fridge and mix with spoon to ensure it is smooth.
2. Pour mixture in popsicle mold (we loved our cute strawberry shape molds but teethers work well!).
3. Place the popsicle molds into the freezer for at least 5-6 hours but preferably overnight.
4. Un-mold and share with the fam right away!

OPTIONAL TOPPINGS:

1. Chocolate Shell: Melt 1/2 cup chocolate chips and mix in 2 tbsp coconut oil. Drizzle over popsicle and it instantly freezes!
2. Other options include adding coconut flakes or dried strawberries to your chocolate shell.

How To: Boozy Strawberry Shake Popsicles

1. Remove Strawberry Shake Puree from fridge and mix with spoon to ensure it is smooth.
2. Add 1 tbsp of natural sweetener (honey, maple syrup, or coconut sugar works well!).
3. Add 1/4 cup of your choice of alcoholic beverage and mix well (we loved it with Vodka but even Red Wine works well here).
4. Pour mixture in popsicle mold.
5. Place the popsicle molds into the freezer for at least 5-6 hours but preferably overnight.
6. Un-mold and enjoy outside or once your kids have finally gone to bed.

OPTIONAL TOPPINGS:

1. Chocolate Shell: Melt 1/2 cup chocolate chips and mix in 2 tbsp coconut oil. Drizzle over popsicle and it instantly freezes!
2. Other options include adding coconut flakes or dried strawberries to your chocolate shell.

hello baby, **SO TASTY!**

Our Seasonal Favorites



Stage 3 Carrot & Raspberry



Stage 4 Strawberry Shake



Stage 7 Zucchini Bread Bite

Learn more at
helloyumi.com



Stage 2 Mango



Stage 4 Ratatouille



Stage 5 Kale Pear Quinoa Bowl



Stage 6 Summer Succotash Combo



Stage 8 Beet Puffs



Snacks Fruit Leathers



YUMI





A Yumi Coloring
Sheet by our
seasonal illustrator

Charlotte Ager

(And yes, you can color outside the lines)

**We're the new
whole food.**



The Biteamin

The first whole food toddler and family
multivitamin by

YUMI

Get to Know the Yumi Multivitamin Biteamin

The Yumi Multivitamin Biteamin is the first of its kind whole food multivitamin gummy, designed with parents like you in mind. For the days you don't get perfect, the Biteamin addresses the most common nutritional deficiencies and delivers BIG on the following:

Clean Ingredients

Made of 15 organic vegetables and fruits

Perfect for Picky Eaters

Features 21 key vitamins and minerals

Immune Support

Rich in vitamin D, vitamin C, and Zinc

Built for Brainiacs

Rich in Iron, vital for proper brain development (and the most common deficiency for children)

Energy + Nervous System Function

B12 aids central nervous system function



TRYING IS BELIEVING

100% SATISFACTION GUARANTEED*

GO AHEAD: BITE ME



Redeem your Jar Here.

*If you're not fully satisfied in the first 30 days, return the Biteamin for a refund, excluding shipping and handling.



The Parents Are Not OK*

**but they will be*

Four years ago, we surveyed our audience and found that 95 percent of Yumi purchasers were women. In December 2020, we again surveyed our audience to learn if the passage of time [and greater exposure] had resulted in any change. What we found surprised us: 95 percent of our purchasers were still women.

Perhaps this does not surprise you. Such extreme lopsidedness reflects a reality virtually every mom knows to be true — women are overwhelmingly expected to make the bulk of household decisions. Nevermind that 70 percent of moms are also part of the paid workforce.

For reference, our survey included over 1,000 working parents across 48 states. Of those who identified as working moms, 61 percent said they were concerned about the psychological health of their children. Over 55 percent said they felt additional pressure during the pandemic to choose between their careers and their families.

While some women opted out of the workforce, many were forced out entirely. Overall, women lost a net of 5.4 million jobs during the recession—nearly 1 million more job losses than men. According to Nicole Bateman and Martha Ross from the Brookings Institute, “COVID-19 is hard

on women because the U.S. economy is hard on women, and this virus excels at taking existing tensions and ratcheting them up.”

The price we pay for abandoning mothers in the workforce is not just a debt today. It is debt that stretches far into the future as our daughters and sons and their subsequent children are fated to repeat the patterns in which they were raised.

The reality is we need Paid Family Leave. At Yumi, we support PL+US (Paid Leave for the United States), a national campaign and non-profit fighting for high quality paid family leave and medical care.

Here, we talk with PL+US Senior Advisor Orli Cotel, on pushing for policy change and our national caregiving crisis.

• Health & Wellness

2020 and the pandemic saw unprecedented burdens placed on working parents, and specifically, working mothers. Are you seeing any current workplace trends that might offer hope to working parents?

We have a national caregiving crisis in the U.S. that existed long before the pandemic, but which the pandemic really made visible. Business leaders are now realizing the immense contributions made by working parents, and finding new ways to support them such as providing more flexibility for people in jobs that can be done from home. Many of these benefits, however, are not available to low-wage working people and this disproportionately impacts people of color. The thing that makes me most hopeful is the very real possibility that we could pass national legislation this year and help bring real relief to the millions of people who need to be there for their families.

“We have a national caregiving crisis in the U.S.”

Many places offer some form of maternity leave. But what does passing high quality paid family leave look like?

While more employers are starting to offer paid leave, the sad reality is that 113 million people still don't have even a single day of paid leave. One particularly heartbreaking story comes from a dad who was a security guard in New Hampshire. He called his boss to say that his wife was in labor and he would have to miss work because he was driving her to the hospital to have the baby. His boss told him, “If you don't come to work today, you're fired.” He had to choose between his family and his job -- and sadly, this is not an anomaly. 93% of low-wage working people don't have any paid leave at all, and 1 in 4 new moms is back at work just two weeks after childbirth.

“If you don't come to work today, you're fired.”



High quality paid leave means that everyone can be there for their families in the moments that matter most. That includes parental leave to recover from childbirth and bond with a new baby, and it also means leave to care for an aging parent, a family member with cancer or other serious illness, or time to treat your own personal medical condition.

What are some stigmas around Paid Family Leave that we as a country still need to break?

Too many people who qualify for paid leave are afraid to take their full leave, because they are concerned that their supervisors and colleagues will think they're not serious about their jobs. In recent years we've seen more CEOs and executives taking their full leave in order to model that behavior for the rest of the company, which is a good step forward. First, we need to win paid leave for the millions of people who still don't have any, and then we need to address the stigma and change culture so that everyone feels able to take it.

There is also certainly stigma around men taking extended paternity leave. Why is it important that we extend benefits to both parents?

Men today want to be able to bond with their babies and care for their partners. When dads take paternity leave, it leads to better outcomes for the whole family. These positive outcomes extend beyond just physical and mental health, as it creates a paradigm of shared household responsibility that lasts far beyond the baby's first months. When both men and women can take leave, it shows that caregiving is everyone's responsibility.

What is the current proposal?

The current proposal in Congress is for a national paid leave program for 12 weeks, paid for by the federal government at no cost to employers, so companies are eager to help pass it since they see that it's good for business and their bottom line.

This is an initiative that receives consistent bi-partisan support. So why is it so hard to pass a permanent solution?

83% of Democrats and Republicans support paid leave. But while the issue has broad support, up until now our elected officials have not been prioritizing it. The pandemic has thrust caregiving into the center of the national conversation, and our leaders also want to help stem the tide of the 2 million women who have left the workforce. There's growing understanding from lawmakers that paid leave is good for families and businesses and that a national paid leave law would help our economy. They need to hear from people in their districts asking them to pass paid leave -- which is where Yumi families come in!

Yes! What can our Yumi families do to support your endeavors?

Email your member of Congress and ask them to pass national paid leave this year! You can do that at <https://paidleave.us/email-your-moc>

Your Senators need to hear from you, and your emails make a huge difference in raising the priority of this critical issue. Share this with your friends and family to help create a groundswell of support to pass paid leave for everyone.

A Lifetime of **Health** Starts with Yumi.

We were fed up with the options for kids.
Not just our kids — **all kids.**

We believe that first bites should not be defined by shelf-stable, sugary, preservative-filled, barely-registers-as-food options. We believe in the clinical studies that show that what we feed our kids in the first 1000 days has a profound impact on their brain and health for the rest of their life. We believe it is our responsibility— and the responsibility of all food companies— to push standards forward. We are parents, scientists, aunts and uncles, nerds, rebels, builders, who believe a brighter, healthier future starts today.

We are Yumi. Read more about our mission on
helloyumi.com.



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