



Gerber

Gerber Infant Cereals



Gerber

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We are now a Clean Label Project® certified brand!

Learn more about our new certifications and how quality is at the heart of everything we do.

Our growing list of certifications on select products*



Explore more at Gerber.com

Products marked with an "*" have one or more Clean Label Project® Certifications. All WIC Eligible products are not certified. Details on products with Clean Label Project® Certifications available on Gerber.com



WIC Eligible Gerber® Infant Cereal



Oatmeal*
8 oz, 16 oz



Organic Oatmeal
8 oz



Multigrain*
8 oz, 16 oz



Rice
8 oz, 16 oz

QUALITY
IS AT THE **HEART**
OF WHAT WE DO

Infant Cereal is the Top Food Source of Iron for Infants 6-12 Months¹

- ✓ Recommended in the Dietary Guidelines as a source of iron and zinc for breastfed infants²
- ✓ Helps infants get at least 10 essential nutrients in their diets





Gerber Infant Meats

Meats & Cereal are Important for Iron Intakes

Around six months of age (when starting solid foods), the iron stores babies are born with are depleted and need to be replenished. At this stage, babies need iron from foods to meet their iron needs and help support learning ability.

Pediatricians and nutrition experts recommend all babies receive foods that provide iron—such as infant cereal and meat—during complementary feeding.^{2,3}



WIC Eligible

Gerber® Infant Meats 2.5oz Glass Jars



Beef & Gravy



Chicken & Gravy*



Ham & Gravy



Turkey & Gravy

WIC Eligible

Gerber® Infant Meats Variety Packs



1 box = 30 oz



Puree Favorites
Variety Pack



Puree Classics
Variety Pack

* Denotes one or more Clean Label Project® Certifications—details on Gerber.com

1. Abrams SA, Hampton JC, Finn KL. A substantial proportion of 6- to 12-month-old infants have calculated daily absorbed iron below recommendations, especially those who are breastfed. J Pediatr. 2021;231:36-42 e2. 2. U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2020-2025. 9th Edition. December 2020. Available at DietaryGuidelines.gov. 3. American Academy of Pediatrics: Starting Solid Foods - HealthyChildren.org accessed Feb. 4 2024.