

Renowned foodie enters the baby food market

What happens when an award-winning chef, and owner of a renowned culinary school, becomes a mother? You get a person devoted to feeding her infant the best-possible, nutritious food.

When little Jasmine entered Jackie Cameron's world, life changed. Devoted to Jackie Cameron School of Food & Wine meant motherhood had to slot in with her loyalty to nurturing young, aspiring chefs to graduation – and this she did in true Jackie style.

A person who jumps at every opportunity offered, and one who sees gaps which - with her determined spirit - she fulfils with uncompromising professionalism, Jackie has embarked on introducing "Jackie Cameron baby food", to the market.

With Jasmine at the weaning stage, Jackie sources the freshest, locally grown, seasonal produce from the KwaZulu-Natal Midlands farming community. And, with her philosophy of sharing, she has created a brand that gives mothers the assurance that they are feeding their babies the best possible food. Ingredients are organic, when available – and some from her own, school, vegetable garden. No preservatives, salt or sugar are added to the baby food.

As Jasmine grows, and her tastebuds mature, so will the products in the "Jackie Cameron baby food" range. That means, if your baby is at the weaning stage, you will have the opportunity to develop with the product range.

Weaning your baby can be a particularly stressful time for mothers and for the infants. When, however, you have a readymade, ready-to-eat, wholesome meal, suited to your baby's palate, you will discover that the transition can be a, somewhat, seamless exercise. As the range develops, markers will indicate the recommended age for each product.

The entry range comprises rice porridge made from organic rice, soaked overnight and cooked before serving. Soaking the rice helps digestion. From the brightest-green, fresh apple and pear purée cooked and refreshed – according to the processes applied in top restaurant – and using the finest international equipment to release maximum nutrients and flavours, to lightly poached prunes to help with constipation.

It was an exciting moment for Jackie to lightly poach locally farmed chicken for Jasmine. To this she added bone broth for flavour and for nutrient value. As a vegetarian protein option, she makes well-cooked lentils that she soaks in water for 24 hours.

It's inspiring to see the Jasmine & Jackie range develop. When Jackie was pregnant, she ate only food from farmers she knew, hence she is selective regarding the food she feeds her little one. Suppliers and farmers who provide Jackie Cameron School of Food & Wine with produce understand quality she, therefore, is confident that Jasmine and your babies are receiving the best possible nutrients.

Our plastic tubs are small and accommodate interchanging the contents of the different tubs according to your baby's preference. Each child's palate is unique and this we must recognise – as with allowing your baby to let you know when its appetite has been satisfied. Please don't force feed your baby. For an extra R10 we can package in glass and if you return your glass containers we will sanitise and refill at no extra cost.

For convenience parents can freeze the food, if required. Our products are manufactured with integrity and created in a professional facility where all hygienic protocols are strictly followed.