

little spoon®

Your resource for all things parenting.

IS THIS NORMAL MAG | 3RD EDITION

PUT DOWN THE SPATULA

Let Little Spoon
cover mealtime.

How to navigate first bites.

Turns out teaching a
human to eat is hard.

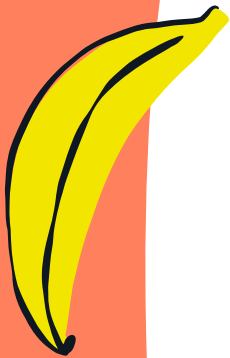
What type of parent are you?

Take the quiz. The answer
may surprise you.



Meet the Care Team

THE CARETAKERS BEHIND
LITTLE SPOON



The company

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We've got you.

We started Little Spoon because, well, being a parent is no joke. Every day we're busy shaping the future...it's no small potatoes.

Before we got started, the options for mealtime just weren't good enough. Baby food, kid's meals and snacks packed with preservatives, heavily processed and filled with artificial sugars—we set out to make clean, healthy food the way you'd make it at home. No corners cut. Our meals + snacks are made fresh, expertly crafted and ready in minutes.

Our mission? To make YOUR life a little bit easier through high quality meals, snacks + nutrition solutions that give you hours back in your week. From first bites and finger foods to big kid's meals and snacks, we're here for every part of the journey.

Welcome to the fam.

XOXO

The Little Spoon Team



Start fresh, baby!

With 100+ organic ingredients used in our rotating menu, your baby's options are endless.

Toddler & big kid meals


Easy, healthy mealtime from very first finger foods through to elementary school years. Built for even the pickiest of eaters.

Your snacktime solved

On-the-go 100% organic Smoothies with hidden veggies + superfoods, perfect for meal and snacktime on the move.



A quick reminder on how this all works.



We're basically a
short-order chef
meets expert
nutritionist meets
picky eater pro.

- ✓ Carefully designed recipes that make it as easy as possible for you to keep your babe and big kid healthy (we're all about that win-win 😊).
- ✓ Meals built in collaboration with pediatricians and nutritionists to ensure the most nutrient-dense, varied food possible for your growing little ones.
- ✓ Made with the highest quality ingredients and free of preservatives and additives. No corners cut.
- ✓ Everything arrives at your doorstep fresh and ready to pop in the fridge or freezer.

Your delivery.

Sit back and relax (tall order, we know). You'll receive a nice & cold Little Spoon delivery every two weeks, on your schedule.

Need to change your delivery?

No problem. Skipping a week? You've got it. Want to change up your order? You can do that too. We're here to make this part of your day a breeze. Visit your account page, email us at care@littlespoon.com or text us at **415-855-4155** and we'll take care of everything.



Little Spoon Roadmap



Very first bites

Starting solids with your babe can feel a bit overwhelming— but don't stress! We have plenty of **single-ingredient blends** like Purple Carrot, Mango, Butternut Squash + more that are perfect for your babe's first bites.



Multi blends

So you've made it out of the starting solids stages alive— congrats! Let your little take on **multi-ingredient blends** like our Spooner-fave: Spinach Mango Banana Hemp.



Need a boost?

Boost your kiddo's fave Babyblend with one of our clean vitamins and all-natural remedies when they have the sniffles or a backed up booty.

Prepared for pinchables

If your little is staring at your dinner with longing eyes, it may be time for some **pinchable finger foods**. Plates like Red Lentil Pasta with Veggie Marinara Sauce + White Beans + Peas are perfect for baby-led weaning and early transition meals for your growing foodie.





Need an on-the-go snack?

When you're on the go with your mini, you might just need backup. Our **100% organic Smoothies** are perfect for snack + mealtime on the move. When in doubt, go with our Strawberry Banana Shake.



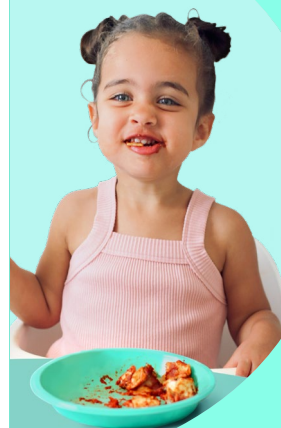
Ready for finger foods

As your little's appetite starts to grow, so should their meals. Plates like our Cheesy Black Bean Pupusas or Turkey Kale Sliders are loved by toddlers who are ready to tackle whole foods.



Utensil ready

Your baby is growing up so fast! Mastered the finger foods and ready to start using a fork? Time to try **veggie-packed familiar favorites** like our Mac & Three Cheese or Chicken Super Nuggets.



Big kid meals

Where did the time go? You've got a big kid at your table. **Protein-packed Plates** like our Chicken Burrito Bowl will be your kiddo's new fave.



Only a text away from all your questions.

Our Care Team is available 24/7 to chat. They have all been certified in Child Nutrition and are ready to answer all the questions. **Best part? They're all parents just like you.** So when they say they've been there, *they've really been there.*

QUESTION #1

Are your Babyblends and kid's meals safe to freeze?

Hey there!

Yes, both Babyblends and Plates are safe to freeze! Simply pop them in the freezer for up to 3 months and you're good to go!

QUESTION #2

Hi! Quick question. Do you have any vegan Plates available?

Hi there!

Yes, we do have vegan Plates available and are constantly working with our Product Team to come up with a variety of delicious, healthy options for your mini!

A couple current Plates are our Broccoli Bites and our Cauliflower Croquettes!

QUESTION #3

Hi! I saw that you guys have an Avocado Green Apple Broccoli Spirulina blend...I'm just concerned whether spirulina is safe for my 5 month old to eat?

Hi there!

Yes, spirulina is 100% good-to-go for your babe to eat! Always check with your ped on any food concerns, but rest assured that it has a ton of health benefits for your growing babe. This superfood is filled with vitamins, minerals, protein and antioxidants.

Meet our Care Team

The caretakers behind all your customer service convos.



JAYME



SUSY



LIZ

My pregnancy craving was:

Cholula and CapriCrunch

The best parenting advice I ever got was:

Don't follow parenting advice

My go-to lunch for my mini is:

Little Spoon's Three Cheese Tortellini with Kale Pesto - SO good!

My parent pet peeve is:

- a) unsolicited advice from random strangers
- b) markers on my brand new couch
- c) "why?" (parents know...)
- d) my child's at home "concerts"...
- e) other:

My kids walking by their dad to ask me to get something for them. Bonus points if he's in the room where the thing they want is, and I am ... not.



Worst parenting advice:

sleep when the baby sleeps (so unrealistic)

My kid is totally addicted to:

- a) Frozen 2
- b) Paw Patrol
- c) Peppa Pig
- d) Sesame Street
- e) Other: CARS the movie!

Mom hack I'm way too proud of is:

Swivel laptop table paired with boppy pillow for nursing, typing AND zooming at the same damn time (pandemic baby!)



When I have 20 minutes to myself, I tend to:

execute my FULL multi step skincare routine. 10 minutes in the morning, 10 at night and I glow even when I am exhausted



I feel most powerful when:

I'm relating to people, and when they want to share something about themselves with me. Also, a good hair day never hurts either 😊

Three words to describe my parenting style are:

Affectionate, Patient, Assertive

The upside to being a mom:

- a) having a mini me
- b) reliving my childhood
- c) watching peppa pig on repeat
- d) eating my kid's leftovers (mac & cheese, please!)

e) other: The random hugs, kisses, and "I love you mama" snuggles that make you melt and make it all worth it.

My biggest WTF parenting moment was:

Freaking out thinking my daughter had worms in her poop when really she had just eaten a banana!



Basics of first bites.

PERSISTENCE IS KEY!

It can take a baby up to 15x to accept a new food!



01 Feeding as activity time

Early on, think of mealtime as a no-stress exploration for your little adventurer to try new things with you. Your baby will still be getting the majority of their nutrition through breastmilk or formula, so think of feeding as a tasting menu of sorts for your future foodie.

02 Weekday mornings

Also known as your former free time window (whether that be dedicated to pre-work anxiety, an exercise class or endless snoozing), weekday mornings are your new best feeding friend. Babies are more likely to accept new foods in the AM and it's always a smart idea to introduce new ingredients when you can bank on your ped's office being open, just in case of an unexpected reaction.

03 Embrace the mess

You and a messy kitchen are about to get well acquainted. Let your baby go wild by smashing, poking, squishing and exploring their new pastime. Yes, it's a few extra minutes of clean up — but it's also a way for your LO to get comfortable with the foreign goods we're putting in front of them. Pro tip: Dine in diapers and leave the cute outfits for post mealtime.



**Have extra food after
you open your blend?**

04 Repeat exposure

Rejection when it comes to solids is far from abnormal. In fact, babies can try an ingredient up to 15x before accepting it. So keep trying! And experiment with ways to make your mini more comfortable, like warming up the food or sitting your baby on your lap.



Keep your blend in the fridge up to 48 hours or use an ice cube tray to freeze any leftovers for up to 3 months.

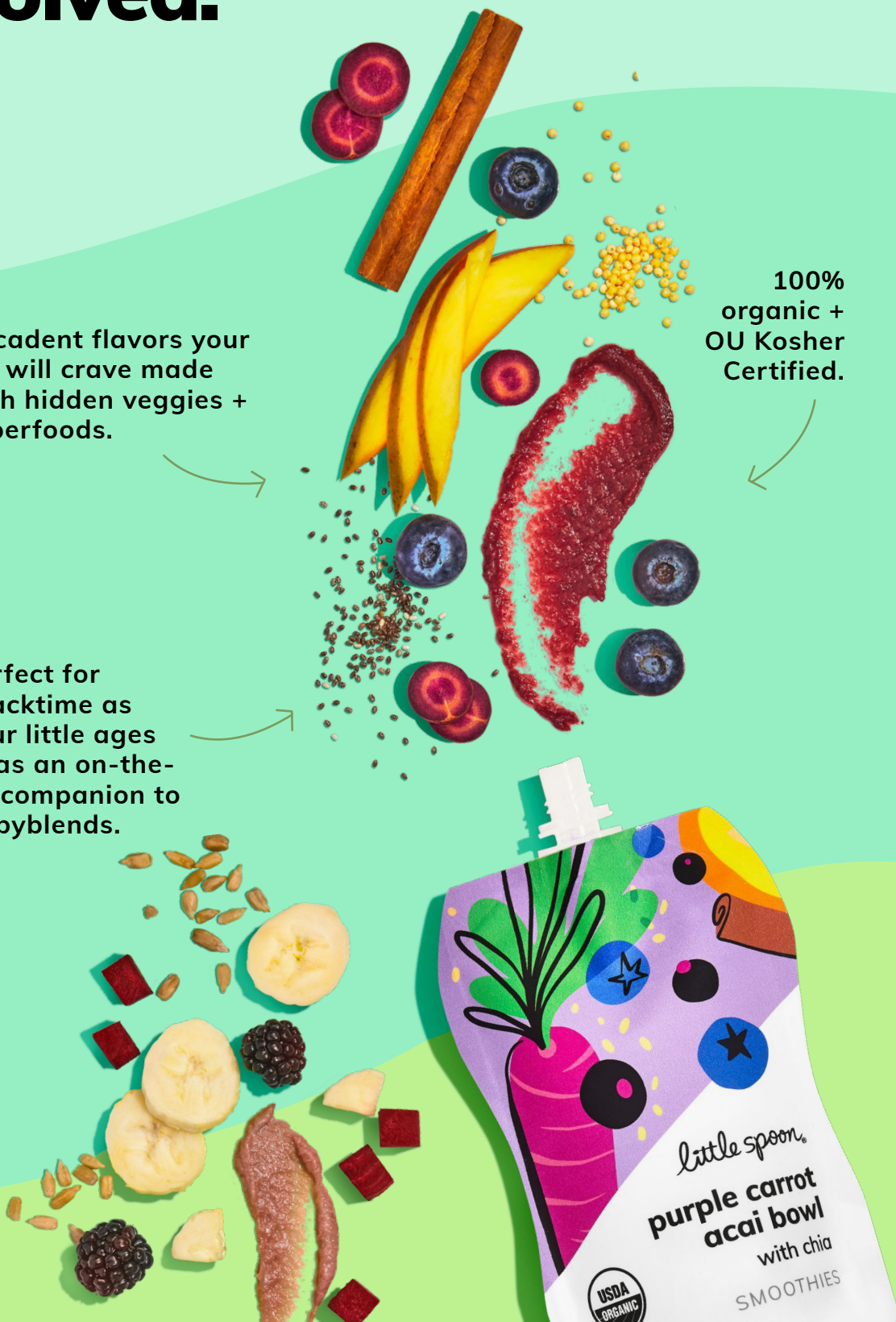
Snacktime, solved.

100% organic, on-the-go Smoothies
perfect for when you're on the move
with your mini.

Decadent flavors your
kid will crave made
with hidden veggies +
superfoods.

Perfect for
snacktime as
your little ages
or as an on-the-
go companion to
Babyblends.

100%
organic +
OU Kosher
Certified.



What's your mini munching on?



Fruits

- ☐ Mango
- ☐ Banana
- ☐ Avocado
- ☐ Pear
- ☐ Apple
- ☐ Strawberry
- ☐ Raspberry
- ☐ Blueberry
- ☐ Cranberry
- ☐ Peach
- ☐ Rhubarb
- ☐ Coconut
- ☐ Prune
- ☐ Date
- ☐ Pitaya
- ☐ Pineapple
- ☐ Guava
- ☐ Peach
- ☐ Kiwi

Vegetables

- ☐ Broccoli
- ☐ Spinach
- ☐ Bell Pepper
- ☐ Zucchini

- ☐ Kale
- ☐ Beet
- ☐ Pumpkin
- ☐ Sweet Potato
- ☐ Butternut Squash
- ☐ Pea
- ☐ Carrot
- ☐ Purple carrot
- ☐ Parsnip

Seeds, Legumes & Grains

- ☐ Chia
- ☐ Hemp
- ☐ Black Bean
- ☐ Quinoa
- ☐ Flax
- ☐ Buckwheat
- ☐ Chickpea
- ☐ Wheat Germ Oil
- ☐ Pumpkin Seed
- ☐ White Bean
- ☐ Sun butter

Spices & More

- ☐ Basil
- ☐ Mint
- ☐ Dill
- ☐ Rosemary
- ☐ Cumin
- ☐ Turmeric
- ☐ Flax Seed Oil
- ☐ Coconut Milk
- ☐ Cinnamon
- ☐ Ginger
- ☐ Thyme
- ☐ Avocado Oil
- ☐ Vanilla Bean
- ☐ Coconut Oil
- ☐ Spirulina
- ☐ Tahini
- ☐ Oat milk

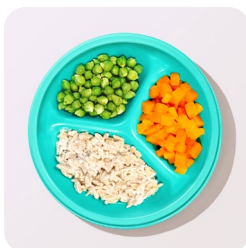


The perfect Plate for every stage.

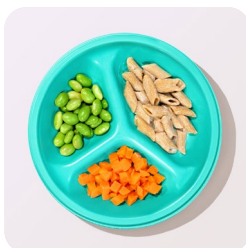
For the kiddos who are transitioning from Babyblends, in the dreaded picky eating phase, or anywhere in between...we've got mealtime covered.

All our finger foods are great for baby-led weaning!

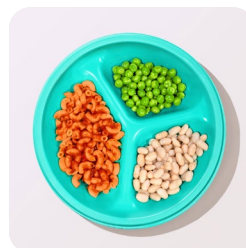
Transition meals



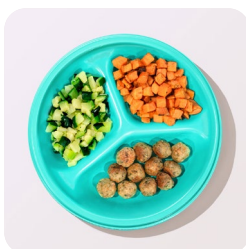
Nine Grain Orzo
with creamy parsnip sauce + roasted green chickpeas + butternut squash



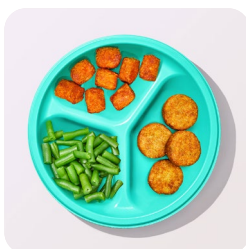
Whole Wheat Penne
with creamy cauliflower alfredo + edamame + carrots



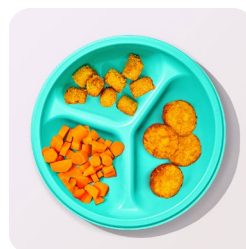
Red Lentil Pasta
with veggie marinara sauce + white beans + peas



Mini Kale Turkey Meatballs
+ roasted sweet potato cubes + zucchini



Broccoli Bites
with sweet potato carrot poppers and green beans



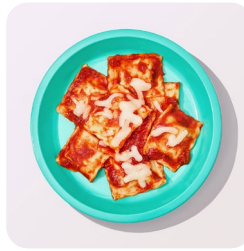
Cauli Croquettes
with veggie millet poppers and carrots

Picky eater go-tos



Mac + Three Cheese

with invisible
butternut squash +
carrots



Spinach + Cheese Ravioli

with hidden veggie
marinara sauce



Chicken Super Nuggets

with sweet potato carrot
poppers + broccoli

Protein packed



Chicken Pot Stickers

with quinoa veggie
stir fry + edamame



Three Cheese Tortellini

with our signature
kale pesto



Whole Wheat Penne + Turkey Meatballs

with our veggie marinara
sauce + broccoli

Hidden veggies & superfoods in every dip.

Clean sauces that are the faves your kid loves, minus the artificial sugars & preservatives found in grocery store brands.



Hidden veggie ketchup with hidden butternut squash, carrots and spinach.



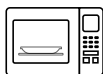
Soy glaze with secret chia & flaxseed.



Honey mustard made with apple butter.

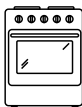
Heat & eat

From the microwave to the oven or stove top, there are plenty of ways to heat your Little Spoon Plates!



Microwave

Remove sleeve and place the sealed Plate in microwave. Heat on high for 60-90 seconds. The film may inflate with steam as it evenly heats the food. Popping noises are normal!



Oven

Preheat oven or toaster to 350°-450° F depending on how crispy you want your food. Place meal on a lightly-oiled baking pan. Bake for approximately 5-6 minutes or until fluffy and/or crispy. If heating nuggets, flip and bake an additional 4 minutes.



Stove

Place on lightly-oiled skillet over medium heat and cook until browned or crisped.



PS: If you have an air fryer, Little Spooners swear by it for tots, bites and nuggets!

Preferred heating methods



Pasta Dishes

Microwave on high for 60-90 seconds, gently stir and serve.



Nuggets, Bites & Tots

Preheat oven/toaster oven to bake at 450° F. Place meal on a lightly-oiled baking pan. Bake approximately 6 minutes until browned. Flip and bake an additional 4 minutes.



Grain Dishes

Preheat a lightly-oiled or non-stick skillet over medium heat and cook for 6 minutes. Gently fluff the grain blend and serve.

Hack your picky eater

Our go-to ways to get our kiddos to eat their veggies...and like them.

01

Stress less

Trust us, your toddler will pick up on the tension and rebel. Plus, it can take 15-20 tries for a kid to accept a new food so it's all about the long game!

02

Talk about food away from the table

Try reading books, playing games, and engaging your babes in conversations around food outside of mealtimes!

03

Get them involved in the process

Get your babe involved in the kitchen! This makes them feel part of the process, which will encourage more engagement and interest around food.

04

Keep cut up fruits and veggies in sight

Keep crudité or cut up fruit out on the table. You'll be surprised what your minis are willing to try when they're hungry.

05

Be a role model

Children learn to eat by watching us so make sure you eat the foods you want your mini to try. Family mealtimes are key!





I don't feel like myself since becoming a mom.

Dear Is This Normal,
Is it normal to feel like I haven't been myself since I had kids? I've breastfed for almost 4 years straight, with just a 6 month gap in between, my mind is always on my kids, and I just feel like my body hasn't been my own since I got pregnant.
—A Familiar Stranger

Dear Stranger,

OK I've talked to A LOT of moms, and I can tell you that every single one of them felt the same way you do at some point. What you are feeling is 100% normal, and you are not alone in feeling this way! "I don't feel like myself anymore" is such a poignant and raw confession. In so many ways, you aren't yourself anymore. But that doesn't mean you aren't someone.

For the last four years, you've given up your physical body to growing and nourishing

Ask us anything

Becoming a parent means a whole world of new normals. Luckily, we're here for you. Whatever questions or curiosities you have on this life stage, we've got answers.

Hear from nutritionists, sex therapists, celebrities, founders and other parents like you on this whirlwind life stage.

www.isthisnormal.co

babies. And for the last four years, your mind and heart have been hyper-focused on making sure these babies are loved, safe, secure, happy, and cared for. Raising kids takes over every single aspect of your life: physical, mental, emotional, spiritual. There's not one element of your personality and identity that isn't changed!

The thing I want you to understand is that trying to feel like "yourself", meaning the pre-kids you, is probably a fruitless endeavor. You are no longer that person. But that is OK! Because you are this new person. This strong, amazing badass woman who has done the most awesome thing...TWICE. There comes a point when it's time to cut the ties and stop trying to get back to the person you were before you had kids, and fully embrace the person you are now. It's not going to happen all at once! It's so disorienting when you don't feel like yourself, I absolutely get that. But in trying to feel like the old you, you're doing this new you a big disservice. Because this new person, this new YOU, is so worthy of your love and admiration.

—A Fellow Familiar Stranger

Help! My kids won't stop fighting.

Dear Is This Normal, I have two kids who are two years apart in age. When they were young, they got along perfectly fine. But now that they're older (7 and 9), they seem to be at each other's throats! We are at the end of our rope trying to get them to get along. Help!

—Tired of Being the Referee

Dear Referee,

Ahhhhhhhh, I love sibling dynamics. I know you probably aren't as jazzed, since you're living in a cage match at the moment, but believe me when I say this is so completely normal and developmentally and age-appropriate (given the ages of your kids). You are 100% not alone in wondering if your kids will actually ever love each other or be mortal enemies for life. Spoiler alert: they love the crap out of each other now, even if their behavior indicates otherwise.

My own kids, 10 and 6, are either joined at the hip or avoiding each other like the plague depending on the day and the moon's position in the sky...or something. What I'm saying is sibling conflicts, whether due to sibling rivalry

or related to birth order, different temperaments, or different developmental stages, are sort of par for the course when you've got two or more kids and not at all indicative of how they'll relate to one another as they grow and mature.

Your kids are old enough to understand that people are to be treated with respect, so that should be rule number one. Any conflict, no matter what it's about, needs to be handled respectfully—no physical aggression, no name-calling, no invalidating each other's feelings. Encourage communication rather than a screaming match; each child should get a chance to state their case without interruption, and then you can work with them on coming up with a solution. For the most part, you and your partner should be neutral in all aspects unless the conflict escalates to the point where boundaries have been crossed and you need to shut it down. And always give your kids an out if they need to take a minute or two to breathe or calm down.

Your kiddos love each other, Ref. And as they get older and develop the interpersonal skills necessary to have

dynamic relationships with other people, you're going to see some pretty awesome bonds start to form. There's nothing like the bond between siblings—it just takes some time and maturity to get there.

—Don't Blow the Whistle Just Yet

How to navigate unsolicited advice.

Dear Is This Normal,

I want to start by saying that I love my mom, and she's a great grandmother to my daughter, but she constantly offers up "advice" and opinions on our parenting. How do I deal with unwanted parenting advice? Help!

—Help Not Wanted

Dear Help Not Wanted,

My completely unscientific opinion is that grandparents (particularly grandmothers) are especially susceptible to knowitallitis, because the urge to parent really never stops. It's annoying and demoralizing and can be very hurtful. Just because these people (usually) mean well,

doesn't make it easier to deal with. Of course, I understand not wanting to create drama, and I'm sure you don't want to hurt your mom's feelings. But it's better to nip this in the bud now than to allow it to continue and potentially affect your confidence as a parent and/or your relationship with your mom.

It sounds like you need to have a heart-to-heart with your mom and let her know that her advice, while appreciated, is doing more harm than good. Tell her that it can feel less like well-meaning advice and more like a direct hit to your parenting abilities, and that it's hurtful because it feels like she doesn't believe you're doing a good job. Chances are, she doesn't even realize how this affects you! She probably sees it as her being a mom to YOU, and while that is all well and good, her parenting doesn't extend to your daughter.

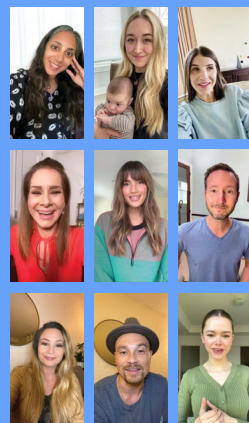
Now, she may not react to this as well as you'd like, and that's OK. Reassure her that you are grateful for her and appreciative of all she does, but she needs to understand that you and your partner are the sole decision-makers when it comes to your daughter, and that you are both doing what is best for your family. When you want her advice (and you

will at various stages, I promise), you'll ask for it, and hopefully she's willing to accept that invitation.

It's super important to set these boundaries now, because this kind of unsolicited advice and criticism can quickly spiral out of control if left unchecked. Stay strong, mama. You know what's best for YOUR baby, and it's time you made that clear to your mom.

—Big Fan of Boundaries

Got questions?



**Head to
isthis
normal.co to
submit them!**

One of the trippiest things about becoming a parent is how much it changes you. So, the question is: Which type of parent have you become (...or encountered)?

What kind of parent are you?



Share what kind of parent you are and tag us @littlespoon



@mignonettetakespictures

Caption this!



Head to **www.isthisnormal.co**
for the laughs you need at your
next date night.

Giggling at your own witty
response right now? Ugh, same.
Turns out being a parent makes you
10x funnier.

#The Little Spoon Way

Share your mealtime with us!
Tag **@littlespoon** and hashtag **#TheLittleSpoonWay** on Instagram. We'll feature you on our feed and send a little gift your way.



Get in touch

Questions...or just need someone to talk to? We're here for you, baby! Email, text or call us:

✉ **care@littlespoon.com**

💬 **415.855.4155**

Love us?

Share the love and refer a friend!

Get (and give) a
\$20 CREDIT on
your next order!
Find your referral
code on your
Account page.



A blank sheet for your child to drool on, draw all over or tear in the next 20 minutes. Enjoy!