

# Sprout Organic Debuts World First Plant-Based Organic Infant Formula at the Australian Pharmacy Professional Conference

Selasi Berdie, Sprout founder, pictured at office.

Gold Coast, QLD (May 19, 2021) — Sprout Organic Pty Ltd (“Sprout” or the “Company”), The company that has created the world’s first organic plant-based infant formula, is now launching it to the world.

The demand for plant-based options in infant formula has remained unfulfilled for decades, with soy (a common allergen) being the only choice which is not recommended for infants under 6 months. Sprout Organic’s infant formula has come on the back of five years of development and rigorous sourcing of high quality organic ingredients.

Manufacturing such a product in Australia has been a challenge. Australian infant nutrition standards are extremely high, in addition to being the only country in the world that places legal limits on certain undesired elements. This creates an environment that is highly restrictive in sourcing, but very beneficial to the end product.

Sprout is formally releasing both an infant and toddler formula direct to industry at the upcoming ‘Australian Pharmacy Professional Conference’ on the Gold Coast 20-23 May, followed by the ‘Naturally Good Expo’ in Sydney 30-31 May. These trade shows are the pre-eminent events for formula sales channels in Australia.

Sprout Organic has already commenced pre-sales on its website, where the company saw over 300 sales in the first 48 hours of opening. Sales have come from both Australia and abroad with orders being placed from 19 international locations.

“While we expected to receive some pre-sales, the high volume and positive feedback has been unbelievable,” said Sprout Founder, Sel Berdie. “It is a true validation of the last 5 years of hard work in developing such a needed product. We are so pleased to be able to provide parents with this choice.”

Sprout has committed to shipping infant formula to its consumers on June 1st, with national retail stores rolling out from July 1st.

“The acceptance and uptake by our distribution and retail partners has been almost overwhelming” said Sprout Director, Ben Chester. “If our pre-sales are anything to go by, getting the required volumes out to stores is going to be the challenge, albeit a very positive one”.

Contact: Nadia Schilling, [nadia@sproutorganic.com.au](mailto:nadia@sproutorganic.com.au), 0469 545 424

Images: <https://bit.ly/SproutOrganicMedia>

Interview with Sel Berdie, Sprout founder and former Gold Coast Titans player available on request.

###

About the APP Event (20-23 May - Gold Coast)

Each year the Australian Pharmacy Professional Conference & Trade Exhibition (APP) attracts 6,000+ pharmacy owners, pharmacy managers, pharmacists, intern pharmacists, retail managers, pharmacy assistants, students and pharmacy industry suppliers.

About Naturally Good Event (30-31 May - Sydney)

Naturally Good is the go-to tradeshow for all things natural, organic and healthy. As the leading business platform for natural and organic brands to showcase their latest and greatest products, Naturally Good offers a range of options both in person and online to connect leading brands with retail buyers.

About Sprout Organic

Sprout Organic Pty Ltd (Sprout), is a Gold Coast QLD company that develops and manufactures kids plant-based nutritional products. Its vision is to provide children and their families with access to nourishing plant-based food products across the globe, starting right here in Australia. Approved by leading paediatricians, dietitians, and food technology experts, Sprout Organic’s is launching its highly anticipated plant-based infant and toddler formulas direct to industry at the upcoming ‘Australian Pharmacy Professional Conference’ on the Gold Coast 20-23 May, followed by the ‘Naturally Good Expo’ in Sydney 30-31 May.

**Contacts**

Nadia Schilling

0469545424

mailto: [nadia@sproutorganic.com.au](mailto:nadia@sproutorganic.com.au)