

Self-warming UK bottle feeds babies across globe

Feed Me Bottles based in Dartford, Kent, manufactures the Yoomi range which includes a deep clean electric steriliser, a 3-in-1 electric breast pump and a pioneering self-warming baby bottle, which heats milk to the perfect temperature in sixty seconds with the push of a button.

The new deal in the United States will see Yoomi sold in Buy Buy Baby stores across the country as well as online via Macy's department store and major US retailer Walmart. Similarly, in China, the company's baby products are expected to be sold in 200 Sa Sa chain stores across Hong Kong, Macau and Mainland China. The company is set to make £750,000 from these deals in the first year alone.

Secretary of State for International Trade Liz Truss MP said:

"The global demand for British-made products is booming, creating international opportunities for UK companies to capitalise on.

Feed Me Bottles is a great example of an innovative British business that is tapping into this demand and waving the flag for UK innovation overseas.

Feed Me Bottles was founded by a mum and dad in 2009, after former lawyer Farah, urged former BMW design engineer Jim, to create a more efficient bottle feeding and warming solution for their baby son. The Yoomi bottle protects the essential nutrients in the milk by maintaining the perfect milk temperature for the entire length of the feed and does not require batteries or electricity making it fully portable.

The company started to explore exporting six years ago when its route to market was blocked by large international competitors in the UK. As a result, the company developed an international B2B distribution model, and now the Yoomi range is being used in 20 countries around the world including the United Arab Emirates, South Africa, Chile and Vietnam.

The Department for International Trade (DIT) has been supporting the company since 2012 and has played a significant role in its export success. DIT provided the company with Tradeshow Access Programme (TAP) funding to attend trade shows in China, increasing its brand awareness in the region, and it also provided the business with advice and support on entering the United States export market.

Feed Me Bottles CEO Dr Jim Shaikh said:

The prospect of Yoomi making life easier for parents and carers across China and the United States is really exciting, and a big step for us in expanding our growth overseas.

Exporting has been a steep learning curve which can only be traversed by actually doing it. Internal business processes need to be developed and implemented, legal requirements need to be investigated and documentation needs to be correct.

But we have developed a good relationship with our International Trade Advisor at DIT who signposts us to what support is available. As well as TAP funding, we have received market information and advice, attended seminars on specific markets, and one-to-one support on export strategy.

Feed Me Bottles employs six people at its HQ in Kent and has a current annual turnover of £550,000. Exporting accounts for 90% of this total, and the company's turnover is expected to double over the next two years due to the two new deals.

In early 2020, the business will be launching an exciting new range of products. The new products have been designed using cutting-edge technology and will help to support and improve maternal health during pregnancy.