

Back to school: Colruyt expands range for toddlers and preschoolers

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For many families, September means a return to routine: regular school days, preparing lunch boxes and packing snacks. At just the right time, Colruyt is expanding its range for toddlers and preschoolers by adding 30 products. With several new Boni products and a wider range of specialised brands, the retailer aims to make it easier for parents to find products tailored to young children.

More and more parents are conscious of what their children eat, but choosing age-appropriate products is not always easy. This topic is especially relevant in September, when parents are once again packing lunch boxes and snacks for their children. That is why Colruyt is introducing an expanded range for toddlers and preschoolers, including seven new Boni products and 23 products from specialised brands. The packaging clearly indicates the intended age range, so parents can make the right choice more quickly.

"At Colruyt, we want to support families in making informed food choices. It is not always easy for parents to see at a glance which products are suitable for a toddler or preschooler. With this range, we make that choice easier. We are not only focusing on a range tailored to young children, but also on clear information on the packaging and an appropriate packaging size", says Anne Vandenberghe, head of customer offer at Colruyt.

The range includes wholemeal ABC biscuits, organic raisins in child-friendly portions, fruit and dairy pouches with cereals and other snacks tailored to the needs of young children. Several products contain smaller portions, tailored to toddlers, such as a 14-gram portion of raisins instead of the standard 25-gram portion. In addition, some of the new products are a source of fibre thanks to fruit and whole grains, while others are organic.

Some of the new Boni products:

- **Boni Bio ABC biscuits** (100 g): organic wholemeal alphabet-shaped biscuits for toddlers aged 2 and over. Thanks to the use of wholemeal wheat flour, they are rich in fibre. With 13 g of sugar per 100 g, they also contain less sugar than many standard children's biscuits. **€ 1.99**
- **Boni Bio Raisins** (10 x 14 g): organic raisins in individual portions of 14 grams. The smaller portion size is better suited to young children than the frequently used 25-gram packs and helps parents to offer a suitable snack more easily. **€ 2.49**
- **Boni Bio Milky Fruit** (apple-banana-apricot & wheat semolina and apple-banana-red currant & wheat semolina, 150 g): organic pouches that combine fruit, yoghurt and grains in one snack. The products are a source of fibre and make a convenient snack for toddlers. **€ 1.49**

New products from national brands:

- **Nestlé Kids TicTacToe Snacks** (Pizza and Cheese, 42 g): light, airy snacks made from corn and green peas, specially developed for young children. The products are a source of fibre and contain no added salt or added sugars. **€2.19**
- **Nestlé Kids Puzzle Biscuits** (Mango-Carrot and Apple-Vanilla, 150 g): puzzle-shaped biscuits

that combine playtime with snack time. They are a source of fibre and contain no added salt. **€2.79**

- **Olvarit Little Wonders Breakfast Cereals** (Chocolate Toddler Crisps, (5 x 70g): fibre-rich breakfast cereal mix without added colourings. Quick to prepare and a nutritious breakfast for toddlers. **€2.15**
- **Olvarit Little Wonders Muesli**: muesli with grains and fruit pieces without added sugars. An alternative to traditional breakfast cereals for young children. Easy to prepare and an easy way for children to discover new flavours. **€3.69**
- **Olvarit Little Wonders Snacks** (Chickpea Snack and Vegetable Rings): fibre-rich snacks based on organic ingredients, without added sugars or salt. Made with quality ingredients and ideal as a snack. **€1.09 - €1.15**
- **Billiebubs Puffed Spelt** (Raspberry and Choco Banana, 80 g): breakfast cereals made with puffed spelt and natural ingredients. They are rich in fibre, low in fat and contain up to 70% less sugar than traditional breakfast cereals. **€3.49 - €3.79**
- **Bambix Drinks** (Strawberry and Choco, 3 x 200ml): convenient drinks for on the go, without added sugars. **€1.75**
- **The Better Cookie** (Cacao Love and Speculoos Dream, 100g): crispy Belgian cookies with Nutri-Score A, rich in fibre and plant-based protein, made with only unrefined sugars. **€3.35**
- **Paw Patrol Fruit Pouch** (Apple Strawberry Blueberry, 12 x 90g): organic fruit pouches with 100% fruit and no added sugars, in popular Paw Patrol-themed packaging. **€9.99**
- **Ella's Kitchen Safari Crackers** (Carrot & Rosemary): crispy crackers in playful shapes, low in fat, sugar and salt. **€2.99**
- **Goodies Snacks** (fruit bars, cookies, gummies and puffs): snacks with natural ingredients, without sweeteners or palm oil. Rich in fibre and available in child-friendly portion sizes.
 - Goodies Cookies Choco Banana 20g, €1.49 each
 - Goodies Fruit Bars Strawberry & Date 5 x 20g, € 2.89 - €3.17 each
 - Goodies Fruity Gummies Strawberry 17g, €1.49 each
 - Goodies Nibbles BBQ Crocodile Puffs 30g, €1.59 each
 - Goodies Nibbles Pizza Dino Puffs 30g, €1.59 - €1.74 each

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