

GOGO SQUEEZ THE DAY, KIDS' WELLBEING REPORT



GOGO
SQUEEZ®

WELCOME TO THE GOGO SQUEEZ THE DAY

KIDS' WELLBEING REPORT



At GoGo squeeZ, we believe every child deserves the chance to grow, thrive, and find joy in everyday moments. That's why we started this report with one big question... how do we fuel fulfilled kids?

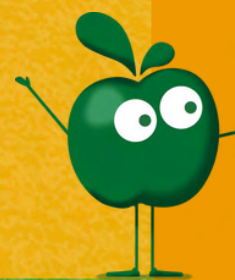
As a children's food brand, we know it begins with good nutrition. **Yet, with only 12% of UK kids eating their five-a-day, as a nation we're falling short. That's why we're committed to increasing fruit consumption and pledging to donate 40,000 GoGo squeeZ products to those who need them the most.**



But wellbeing isn't just about nutrition, it's about happiness and active lifestyles too, and parents agree! **59% say quality time with loved ones is key to a fulfilled child, and 75% believe outdoor play builds resilience and independence. Yet, we found 66% of kids get 4 hours or less of outdoor play a week.**

Between snack time and screen time, there's confusion around what a healthy childhood should look like. Parents need support, which is why we created the Formula for Fulfilled Kids – a simple yet powerful approach to raising happy, nurtured children.

Built on three pillars – **Good Nutrition, Quality Time, and Outdoor Adventures** – our formula equips parents with tools to balance their children's needs with busy daily lives.



Small habits make a big difference, so are you ready to squeeZ the day?



BUT WHAT IS GOGO SQUEEZ?

JUST FRUITS, NOTHING ELSE. AS PART OF A BALANCED DIET GOGO SQUEEZ'S RANGE OF FRUIT SMOOTHIE SNACKS SERVE UP ONE OF YOUR FIVE-A-DAY. GOGO SQUEEZ IS:



SOURCE OF FIBRE &
HELPS KIDS FEEL
FULLER

NO PRESERVATIVES OR
ANYTHING ARTIFICIAL

SCHOOL COMPLIANT



1 OF YOUR 5-A-DAY

MADE FROM 100% REAL FRUIT

NATURALLY
DELICIOUS

70% LOWER IN SUGAR*

*BASED ON A REVIEW OF THE KFS IN FEBRUARY 2025

SAY HELLO TO THE GOGO SQUEEZ COLLECTIVE

We've brought together a handpicked panel of experts and real parents to shape the 'GoGo squeeZ The Day Report' – your gogo-to guide for raising happy, healthy kids. Blending **real-world experience**, **research-backed insights**, and **expert advice**, it's designed to inspire practical solutions that help families prioritise what matters most.



BILLIE SHEPHERD

TV PERSONALITY & MOTHER

TV personality, businesswoman, and mum of three, Billie shares her experiences and tips for balancing family life with wellbeing.

Making Wellness Fun and Relatable

"Life as a parent to three children of different ages, with different interests and different food preferences is beyond busy! Trying to find a way to balance it all and keep their diet balanced too, is tough. But I've found keeping it simple is the way forward."



DR. ZOE WILLIAMS

TV DOCTOR

TV doctor, GP, and public health advocate, Dr. Zoe brings a wealth of medical expertise and passion for empowering parents with actionable health advice.

The Role of Nutrition in Overall Wellbeing

"It's about development, brain development, physical development, your ability to achieve your potential in the classroom and your ability to make meaningful relationships, get on with people; all of that is implicated by the quality of your diet."



LUCY UPTON

CHILDREN'S DIETITIAN

The Children's Dietitian, Lucy provides expert insights on practical, balanced approaches to childhood nutrition that make healthy eating achievable for families.

Overcoming Barriers to Healthy Eating

"Parents need so much more support. They can't just be expected to navigate kids' nutrition and all the noise out there on their own. Mealtimes and eating with your kids are also an opportunity to build connection, to build safety, to build comfort, to build nostalgia and routines."



PROFESSOR SAM WASS

CHILD DEVELOPMENT SPECIALIST

A child development specialist, Sam offers a deep understanding of how emotional and psychological wellbeing intersect with play, autonomy, and quality family time.

Autonomy and Confidence Through Choice

"People often don't think very much about how little control their child has and how that naturally has a stress response. A lot of the time with feeding I think that's probably something we want to be talking about."

WE ASKED PARENTS...

Before chatting with our experts, we wanted to hear from parents first. What moments do they wish their kids had more of in the rush of daily life? And more importantly, how can we help make it easier to bring those special moments to life?



WHAT PARENTS FEEL THEIR KIDS ARE MISSING OUT ON THE MOST:

TIME IN NATURE (29%)
OUTDOOR PLAY (28%)
FRUIT & VEG (24%)
ONE-TO-ONE ATTENTION (18%)



50%

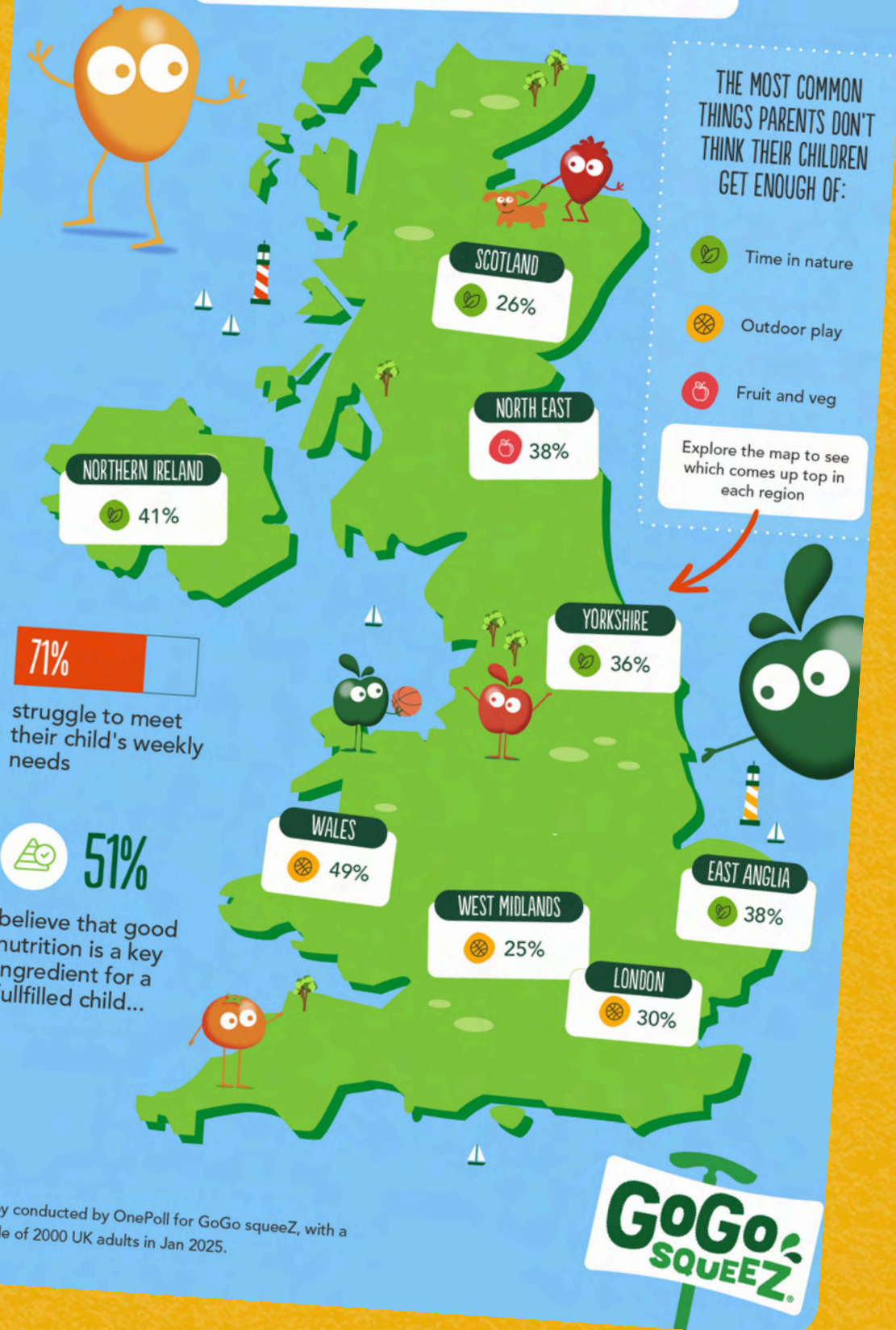
OF PARENTS REGULARLY EXPERIENCE 'PARENT GUILT' WHEN TRYING TO PROVIDE THE RIGHT BALANCE OF EXPERIENCES AND NUTRITION TO HELP THEIR CHILD FEEL HAPPY, FULFILLED, AND SUPPORTED.



7/10

PARENTS ADMIT THEY STRUGGLE TO ENSURE THEIR CHILD GETS EVERYTHING THEY NEED EACH WEEK, WITH BUSY SCHEDULES AND FUSSY EATING BEING THE BIGGEST HURDLES.

WHAT ARE KIDS MISSING OUT ON?



THE GOGO SQUEEZ FORMULA FOR FULFILLED KIDS

Parenting is a whirlwind – juggling work, school runs, and endless to-dos. Through it all, you're doing your best.

Making time for what helps kids thrive isn't always easy. After speaking to parents and experts, we uncovered three key ingredients for happy, fulfilled kids:

GOOD NUTRITION FUELS
ENERGY, FOCUS, AND
GROWTH, HELPING KIDS
FEEL THEIR BEST.

QUALITY FAMILY TIME
STRENGTHENS BONDS,
BUILDS MEMORIES, AND
GIVES KIDS THE SECURITY
TO THRIVE.

OUTDOOR PLAY SPARKS
IMAGINATION, BUILDS
CONFIDENCE, AND
SUPPORTS WELLBEING.

Parents know this matters, but making it happen is tough. That's where we come in. At GoGo squeeZ, we believe small choices – like easy, nutritious snacks – help create more of these moments, so kids can squeeZ the most out of every day.

NUTRITION + QUALITY + NATURE
TIME

= FULFILLED KIDS!



CHAPTER 1

GOOD NUTRITION



36% OF PARENTS WANT TO IMPROVE HOW MUCH FRUIT AND VEGETABLES THEIR CHILD EATS

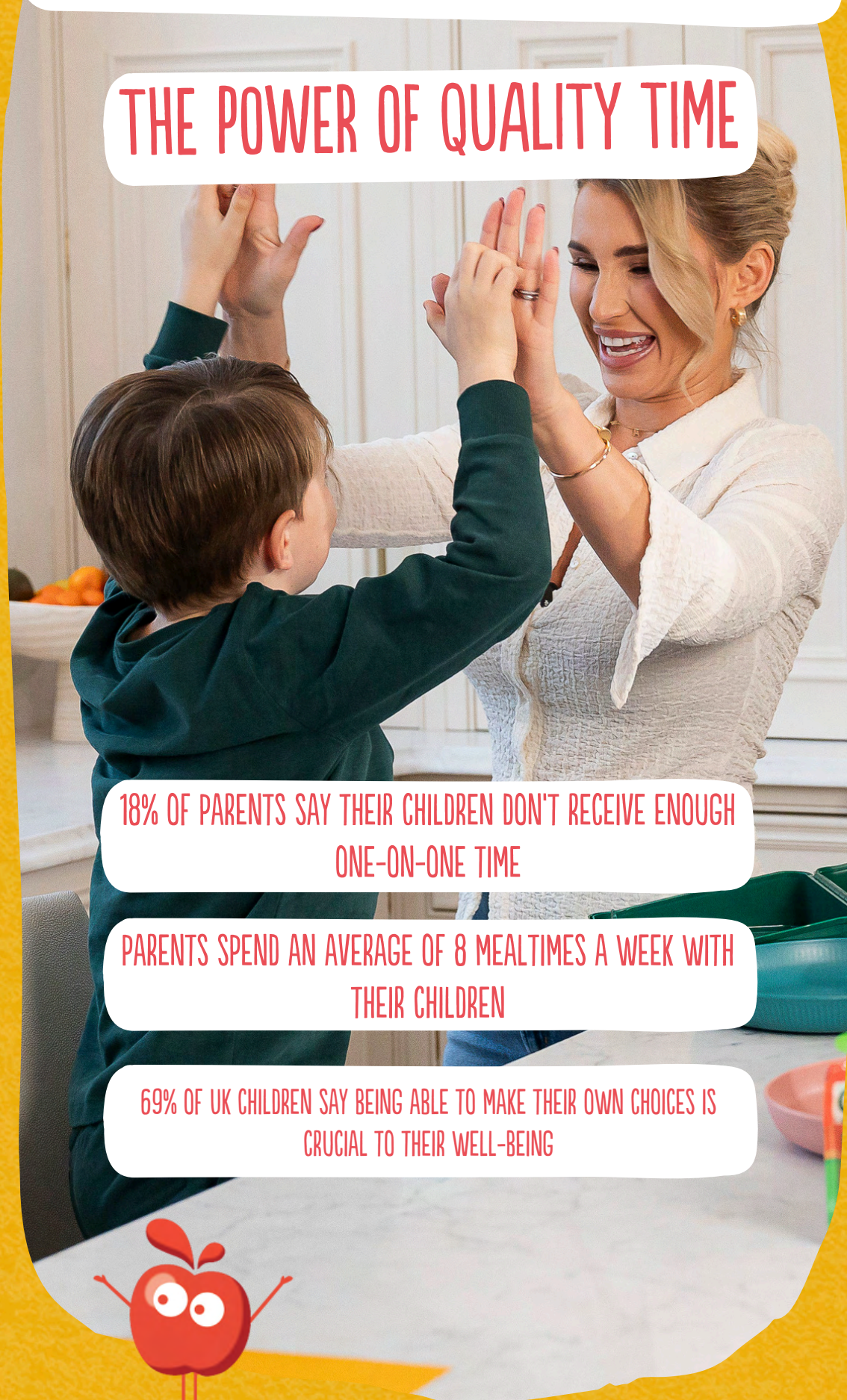
57% IDENTIFY A LACK OF NUTRITIOUS SNACK OPTIONS WHEN OUT AS A KEY ISSUE

A THIRD (34%) OF PARENTS SAY THEIR CHILD IS A PICKY EATER



CHAPTER 2

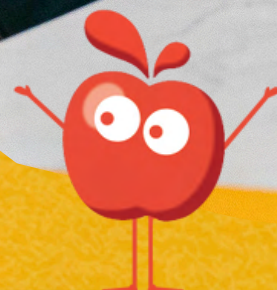
THE POWER OF QUALITY TIME



18% OF PARENTS SAY THEIR CHILDREN DON'T RECEIVE ENOUGH ONE-ON-ONE TIME

PARENTS SPEND AN AVERAGE OF 8 MEALTIMES A WEEK WITH THEIR CHILDREN

69% OF UK CHILDREN SAY BEING ABLE TO MAKE THEIR OWN CHOICES IS CRUCIAL TO THEIR WELL-BEING



CHAPTER 3

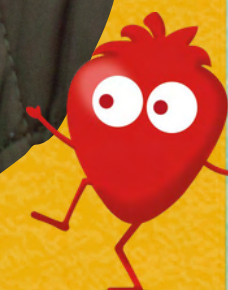
NATURE FEEDS THEIR SOULS



57% OF PARENTS FEEL THEIR CHILDREN AREN'T SPENDING ENOUGH TIME IN NATURE OR PLAYING OUTDOORS, DESPITE ITS IMPORTANCE FOR HAPPINESS

69% OF UK CHILDREN AGED 6-12 SAY THAT FUN AND SELF-EXPRESSION ARE ESSENTIAL FOR THEIR HAPPINESS

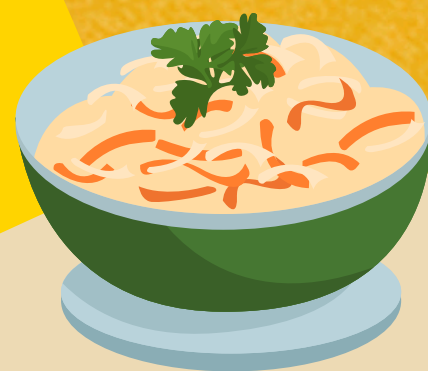
CHILDREN AGED 3 TO 10 SPEND JUST 4 HOURS A WEEK PLAYING OUTSIDE



CHAPTER ONE

GOOD NUTRITION

FUELLING FULFILLED KIDS



WHAT IS GOOD NUTRITION?

Good nutrition is the foundation for play, exploration, and learning – giving kids the energy and vitality to engage with the world. It supports physical growth, enhances cognitive function, and nurtures emotional wellbeing. Simply put, good nutrition empowers kids to thrive and live their best lives.

LUCY UPTON
QUALIFIED PAEDIATRIC DIETITIAN



YOUR GOGO GLOSSARY

5-A-DAY

Advice from the World Health Organisation (WHO) encourages at least five portions of fruit and vegetables every day for optimum health, with each portion needing to be at least 80g (GoGo squeeZ pouch contains 90g)

100% FRUIT

What it says on the pouch! 100% fruit means exactly that, GoGo squeeZ is made from 100% fruit, nothing else!

SOURCE OF FIBRE

Choosing foods with fibre, like GoGo squeeZ, helps us to feel fuller for longer.

BALANCED DIET

Quite simply put, a diet including a variety of foods and food groups, providing the required amount of nutrients necessary for good health.

THE FOUNDATION FOR FULFILLED KIDS

51% of parents questioned believe Good Nutrition is a key ingredient for a fulfilled child and 91% agreed that seeing their children eat something nutritional is one of life's little wins. However, 2 in 5 children are leaving primary school overweight and subsequently at higher risk of chronic illnesses, mental health issues and a shorter life span (RCPCH Sept 2023).

A quarter [24%] of parents say their children are not eating enough Fruit and Veg, while a fifth [20%] say their children are not eating enough Nutritious Snacks.

Food isn't just fuel – it's critical for growth, brain development, and emotional resilience. Research highlights how nutrients interact with the body and mind:



ENERGY FOR EXPLORATION

Proper nutrition powers kids' natural curiosity, enabling them to explore and learn through play. On average, a child aged 4–8 needs around 1,300–1,700 calories per day to support their growth, activity, and development. Ensuring they get the right balance of nutrients keeps them fuelled for adventure.



GUT HEALTH

A healthy gut microbiome, nurtured by some fibre rich foods and whole foods, is linked to emotional wellbeing and happiness. Children aged 4–10 need around 20g of fibre per day, yet most fall short. Fibre-rich snacks, like hummus and veggie dips, can help bridge this gap.



BRAIN FUNCTION

Nutrient-rich diets, including wholegrains, and vegetables, enhance cognitive performance and focus, helping kids perform better in school and play.

SNACKING SMART

WHEN IT COMES TO
SNACKING, PARENTS
PRIORITISE NUTRITION

NOT ULTRA
PROCESSED
9%

CONVENIENCE
10%

NUTRITION
36%

TASTE/THEY WILL
EAT/LOVE IT
24%

COST
11%



We know that finding healthy snacking options for kids isn't always easy. In fact, despite our insights showing nutrition as a top priority for parents, **31% of children still consume sugary snacks regularly, and just 1% of parents say their child never consumes sugary snacks or drinks!**

It's no surprise then that snacking gets a bad reputation. However, with snacks making up a critical part of children's diets, they're no bad thing.

Snacking itself isn't inherently bad—as long as children are getting the nutrients they need overall. For example, my son might eat a complete meal in his snack box after nursery, and then barely touch dinner later. It doesn't really matter because he's had what he needs. Whether it's cereal in the morning or protein in the evening, it's about balance, convenience, and finding what works to help them consume the healthiest food.

DR ZOE WILLIAMS
TV DOCTOR, GP & PUBLIC HEALTH ADVOCATE



Children's dietitian, Lucy Upton elaborates, "With kids' small stomachs and high nutrient needs, snacks are an opportunity to top up nutrition. For selective eaters, snacking is often less pressured and a great time to expose them to new foods alongside the familiar."

What's more, snacks don't just offer an opportunity to get key nutrients into our kids' diets. They also present an opportunity for bonding, making memories and creating connection too.

We know that as a parent, time with your child is precious. **In fact, almost a quarter of us (24%) only manage to sit down and eat with our child one to four times a week.** So, it's important we make the most of these moments, and snacking can be a great time to do this.

Lucy adds "Snack times can be incredibly valuable – not just for nutrition but for shared moments. Even something as simple as sitting in the car after school and sharing a snack can create connection and encourage more nutritious habits."

SO, YOU'RE READY TO SIT AND ENJOY A SNACK
WITH YOUR LITTLE ONES, BUT HOW CAN YOU MAKE
SURE YOU'RE MAKING SMART CHOICES?

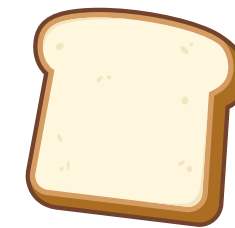
NATURALLY DELICIOUS



LET'S BUILD A SNACK



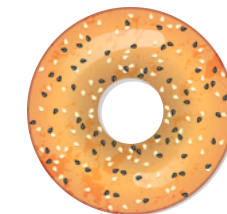
Pick one item from each section



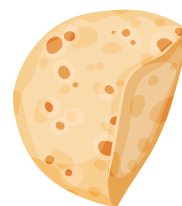
A SLICE OF BREAD OR TOAST



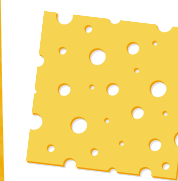
CRACKER



HALF A BAGEL



WHOLEMEAL TORTILLA WRAP



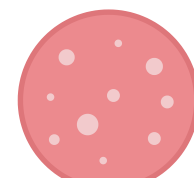
SLICE OF CHEESE



MASHED BANANA



AVOCADO



HAM OR OTHER COLD MEAT



SCRAMBLED EGGS



PEANUT BUTTER



DIP OR HUMMUS



STRAWBERRIES



GRAPES



APPLE SLICES



CARROT STICKS



TOMATOES

Credit: www.annabelkarmel.com/healthy-snacks/

SNACKS ON-THE-GO

We've all been there. Whether at soft play, the cinema, or the park, hunger strikes, and you need to feed your child... fast. But finding a healthy snack on the go isn't always easy.

Our research found that **57% of parents struggle to find nutritious snacks when out and about, with a third saying there simply aren't enough options. This rises to 40% among parents of three-to-six-year-olds.**

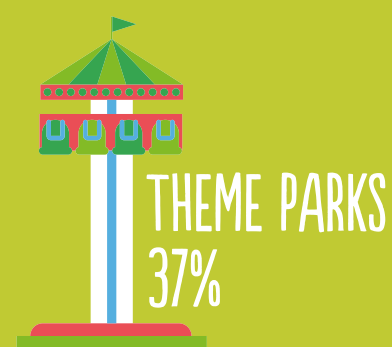


Dr. Zoe Williams highlights the importance of planning ahead: "Packing a snack bag with pre-portioned healthy options ensures you're never caught off guard."

She also notes that convenient and nutritious options like GoGo squeeZ can be a great solution: "There are lots of times when a child can't eat a whole piece of fruit – like when they're in a car seat or on the move. Having a mess-free option that still delivers real fruit is really helpful."

But it's not just about convenience, nutrition matters too. That's why parents are looking for snacks that kids love while also providing real fruit benefits. With one of their 5-a-day in every pouch and no added sugar, and only naturally occurring sugars, GoGo squeeZ is a practical choice for busy families.

THE AREAS WHERE PARENTS FIND IT MOST DIFFICULT TO FEED THEIR CHILDREN NUTRITIOUS SNACKS WHILST OUT AND ABOUT WERE REVEALED AS:



Lucy Upton reassures parents that convenience snacks have their place in a balanced diet: "Parents shouldn't feel guilty for using them. It's about balance and variety. Offering these alongside whole foods ensures kids stay full and nourished."

At the end of the day, it's about making smart choices that fit real-life moments. Because a happy, well-fed child makes for a happier day out.



As a mum, when you're out with the kids the last thing you want is for them to get hungry. We all know how their mood can change at the flick of a switch, so having snacks to hand really is key for making sure your trips out are opportunities for making great memories, not remembering mini meltdowns! I know having nutritious but convenient options like GoGo squeeZ to hand has been a total lifesaver for me in the snacking department. What's great is that all my kids love them, so they really work for every age group.

BILLIE SHEPHERD
TV PERSONALITY, BUSINESSWOMAN, AND MUM OF THREE.

MIND YOUR LANGUAGE

We've all been there – convincing kids to eat their veggies, avoiding sugar-fuelled meltdowns, or negotiating one more bite before dessert. But the way we talk about food matters more than we realise.

Labelling foods as “good” or “bad” can create unnecessary guilt and unhealthy associations that last into adulthood. In fact, 84% of parents admit to using phrases like “that’s bad for you” or “this is good for you” to guide choices. While well-intended, this approach can backfire, making some foods feel forbidden (and more tempting) or turning mealtimes into a battleground.

So how do we encourage balanced eating without the guilt trips? It starts with shifting the conversation, focusing on how food fuels our bodies, supports energy for play, and helps us feel our best. Because when kids develop a positive relationship with food, they're more likely to make more nutritious choices that last a lifetime.

Dr. Zoe Williams discusses how these ways of speaking and behaving around food can be transgenerational, she says, “I think we pass things on don't we? Like, you have to finish your plate. When we think about that now, it doesn't make sense really does it? If you're full, we're forcing children to have three more spoonfuls. And it's really hard to hold back those things that are ingrained in us from our generation.”

So how can we use more positive language to create a better, more healthy relationship with food and appetite for our children?

She emphasises the power of positive reinforcement: “Instead of calling sweets ‘bad,’ explain why too many can harm teeth. Rather than saying ‘you shouldn't eat that,’ focus on the benefits of more nutritious choices, and how they give energy for play or help them grow strong.”

Lucy Upton agrees and believes a balanced approach involves removing the stakes from mealtimes: “If we make food about exploration and variety rather than rules and restrictions, kids develop a healthier relationship with eating.”

Simple shifts like saying “eat until you feel full” instead of “finish your plate” can make all the difference.



PARENTING

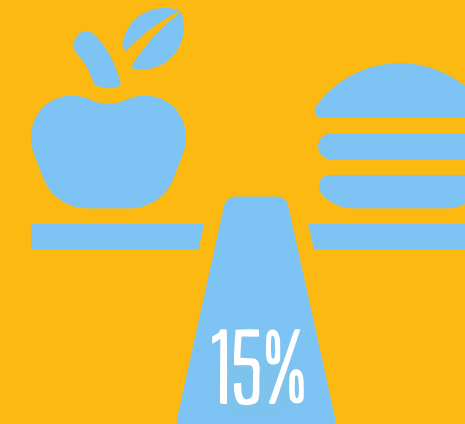
SNACK-TICS



TELL THEIR CHILDREN THAT SWEETS ARE BAD FOR THEIR TEETH



TELL THEIR CHILDREN TO EAT THEIR VEGETABLES/FRUIT OR THEY WILL NOT GET PUDDING



DON'T TELL THEM ANYTHING, BUT BALANCE THE LESS HEALTHY CHOICES WITH HEALTHIER OPTIONS



DON'T TELL THEM ANYTHING BUT NEVER OFFER OR ALLOW THEM TO EAT UNHEALTHY FOODS



TELL THEIR CHILDREN THAT SOME FOODS CONTAIN CHEMICALS THAT ARE BAD FOR THEIR HEALTH



ENCOURAGE THEIR CHILDREN TO TAKE 'BITES' OR 'MOUTHFULS'



JUST TELL THEIR CHILDREN THAT SOME FOODS ARE BAD FOR THEM



MIND YOUR LANGUAGE

CONTINUED...

"If you're a parent yourself, you'll understand when I say sometimes, I feel like my kids never listen to me! But the reality is, they're always tuning in to what we're saying. Particularly as they get that little bit older, I've found it's really important to be considerate about how we're talking about things like food and diet in front of them. I've started making sure I never call foods 'good' or 'bad', because I never want my kids to feel guilty about what they're eating. I want them to find balance in their diet, and not relate food to pressure or any negativity.

BILLIE SHEPHERD

TV PERSONALITY, BUSINESSWOMAN, AND MUM OF THREE.



"FINISH YOUR
PLATE PLEASE"

"WHEN KIDS HEAR FOODS BEING CALLED 'NAUGHTY' OR 'BAD,' THEY START TO INTERNALISE THAT JUDGMENT, WHICH CAN LEAD TO GUILT WHEN THEY EAT THOSE FOODS.

LUCY UPTON
QUALIFIED PAEDIATRIC DIETITIAN

TRY THIS AT HOME

~~LANGUAGE
NOGOS~~

FINISH YOUR
PLATE

BAD FOOD

GOOD FOOD

WELL DONE FOR
FINISHING YOUR FOOD

YOU LOVE THIS
USUALLY

THIS IS GOOD
FOR YOU

LANGUAGE
GOGOS

EAT UNTIL YOU'RE
FULL

LESS NUTRITIOUS
FOOD

NUTRITIOUS FOOD

I ENJOYED THAT TOO

YOU CAN TRY THIS
AGAIN IF YOU'D LIKE

THIS WILL MAKE
YOU STRONG

MIX IT UP & ADD, DON'T SUBTRACT

Many parents want to improve their child's diet, with 36% focused on increasing fruit and vegetable intake, but struggle with multiple barriers when trying to provide a balanced diet for their children:

54% CITE FUSSINESS OR THEIR CHILD'S FOOD PREFERENCES

35% A LACK OF TIME

35% THE COST OF HEALTHIER FOOD

25% LIMITED AVAILABILITY OF HEALTHIER OPTIONS

21% CONFUSION OVER WHAT'S TRULY HEALTHY

However, with a little creativity, alongside small, manageable changes, these barriers can be overcome.

Dr. Zoe Williams recommends getting creative when serving up snacks, such as putting together snack boxes with a mix of colourful, appealing options, while Lucy Upton highlights the importance of focussing on variety and taking it slowly with the introduction of new foods.

"Pair a new food with something familiar to reduce the fear factor and build curiosity. Convenient options like GoGo squeeZ are a perfect place to start. Yummy and nutritious, they're loved by kids and parents alike and come in a fun format that really appeals to little ones. Parents often believe that 'variety' means those beautiful bamboo platters of eight different fruits and vegetables shared on social media...

hose goalposts are ludicrous. What you actually need is variety across food groups."

Instead of focusing on restrictions, many parents are adding healthier options to their children's diets. In fact, 80% of parents say swapping unhealthy snacks for healthier alternatives has a positive impact on their child's nutrition.

Lucy Upton advises gradual food swaps, such as replacing sugary treats with naturally sweet fruits or balanced options that satisfy without compromising health. "Instead of trying to ban less healthy food, instead think about adding one additional type of healthier food – fruit or vegetables, each week or month – whatever feels manageable"

SNACK COMBOS



PEANUT BUTTER & BANANA



NUTS & SEEDS



VEG STICKS & DIP



BERRIES & YOGHURT



WHOLEGRAIN CEREAL, FRUIT & MILK



BREADSTICKS & DIP



CRACKERS & AVOCADO

Credit: www.annabelkamel.com/healthy-snacks/

TRY THIS AT HOME

FRUIT SMOOTHIE WHOLEGRAIN MUFFINS RECIPE

MAKES 10



- 2 GoGo squeeZ Apple and Strawberry fruit smoothie snacks
- 100g Greek Yoghurt 100ml Milk (any)
- 1 egg
- 125g wholegrain self-raising flour
- 125g plain self-raising flour
- 1 teaspoon each of bicarbonate soda and baking powder
- A handful of blackberries
- Butter, for greasing

1. Heat the oven to 170 degrees C and grease a muffin tray. In a large bowl mix together the GoGo squeeZ Apple and Strawberry fruit smoothie snacks, milk, egg and Greek yoghurt.
2. Sieve over the flour, bicarbonate and baking powder and mix until everything is combined.
3. Add the blackberries then gently mix again.
4. Spoon into the muffin tray and bake for 20 mins.
5. Allow to cool on a baking rack.

Recipe credit:
Adam Shaw
(@dadstable) for
GoGo squeeZ



GROWING LITTLE GROWN-UPS

Teaching children about nutrition and giving them autonomy in their food choices not only fosters independence but also helps them develop essential life skills.

By involving kids in decisions about what they eat, parents can empower them to take ownership of their health and well-being – an important step toward “growing little grown-ups.”

Dr. Zoe Williams explains, “When children are involved in their food decisions, they’re more likely to eat well and less likely to see meals as a battleground. This early autonomy helps them understand balance and variety in a practical, hands-on way.”

Setting our children up with autonomy around their health and well-being gives them vital skills to take forward in life, not just in childhood. But where can we start when it comes to fostering this independence?

51%

OF PARENTS BELIEVE GOOD NUTRITION IS CRUCIAL FOR A CHILD'S OVERALL FULFILMENT, AND A SIGNIFICANT NUMBER EMPHASIZE THE IMPORTANCE OF TEACHING KIDS TO MAKE INFORMED CHOICES. BUT WHY IS THIS SO IMPORTANT?

PRACTICAL TIPS FOR GROWING INDEPENDENCE



OFFER CHOICES WITHIN LIMITS:

Lucy Upton suggests: “Offer two or three healthy options – this way, children feel they have control without being overwhelmed. Instead of asking, ‘What do you want for lunch?’ try asking, ‘Would you prefer a sandwich with avocado or one with cheese?’ This narrows the options, making it manageable but still gives them control.”

CREATE LEARNING OPPORTUNITIES:

Get children involved in shopping and preparation. Professor Sam Wass, child development specialist, notes: “When kids pick out ingredients or help cook, they feel a sense of accomplishment. It builds confidence and creates positive memories associated with healthy food.”

ENCOURAGE THEM TO LISTEN TO THEIR BODIES:

Teaching children to recognise hunger and fullness cues can prevent overeating or emotional eating. Lucy Upton adds: “Respecting their appetite is vital. If they’re not hungry, don’t force them to eat – this builds trust and a healthier relationship with food.”

By encouraging kids to take small steps toward autonomy, parents help “grow little grown-ups” who are confident, capable, and curious about making nutritious choices for life.

It’s also important to remember that food isn’t just nourishment; it’s an opportunity for connection and joy.

47% of parents prioritise enjoyment when choosing snacks, and 44% actively involve their children in food preparation.

Growing can be a great opportunity to connect too - **57% of parents say they do, or have, involved their child in growing fruit, herbs, vegetables and/or salad leaves at home.**

Lucy Upton highlights how shared mealtimes and involving kids in snack-making can make food a source of comfort, creativity, and connection “Mealtimes and eating with your children is an opportunity to build connection, to build safety, comfort, nostalgia and routines. Let them build their own wraps or snacks – it’s a chance to connect and share creativity.”

GROWING YOUR OWN FRUIT AND VEG IS EASIER THAN YOU THINK—AND IT'S A FUN WAY TO GET KIDS EXCITED ABOUT FRESH FOOD, WHETHER IT'S JUICY STRAWBERRIES ON THE WINDOWSILL OR CRUNCHY CARROTS IN THE GARDEN. HERE'S SOME PRODUCE YOU CAN GROW AT HOME:



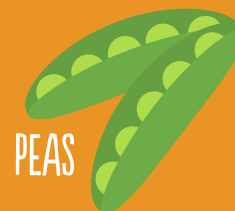
TOMATOES



LETTUCE



BEETROOT



PEAS

STRAWBERRIES



CARROTS



POTATOES



BASIL



WHAT AM I FEELING?

MINDFULNESS GAME

To help your little one tap into what their tummies are telling them, why not try the 'what am I feeling?' game at mealtimes?

Children learn by example, so start each round by sharing how you're feeling and then ask your kids to do the same.

Round 1

Example: I am feeling like I would like to eat an orange, because I want to eat something juicy and I think this will make me feel refreshed!

Round 2

Example: I am feeling like this meal is making me feel warm. I love the softness of the mashed potato and the gravy is really tasty too. I like how they taste when they're paired together. It makes me happy.

Round 3

Example: I didn't finish my meal, but I do feel like I want something sweet and fruity now. Maybe I could have some yoghurt with a GoGo squeeZ pouch squeezed over the top.

ROUND 1

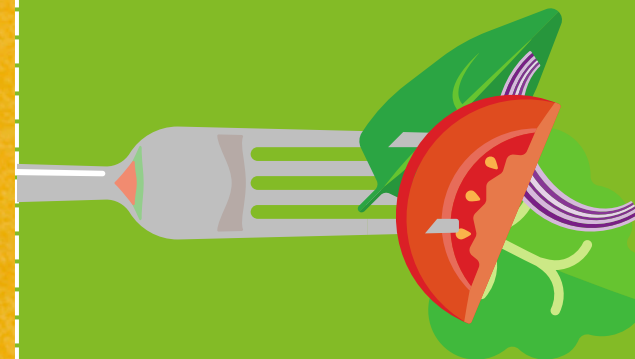
I AM FEELING LIKE I
WOULD LIKE TO EAT...



Share something you're feeling like eating when it comes to preparing the meal. Explain why you want to eat this and how you think eating it will make you feel. Remember, there's no good or bad food.

ROUND 2

I AM FEELING LIKE THIS
MEAL IS...



Share how you're feeling about what you're eating during your meal. You could focus on one part of the meal, or the meal as a whole. Use this as an opportunity to help your children be really mindful about what they're eating, focussing on sensory elements such as look, texture and taste.

ROUND 3

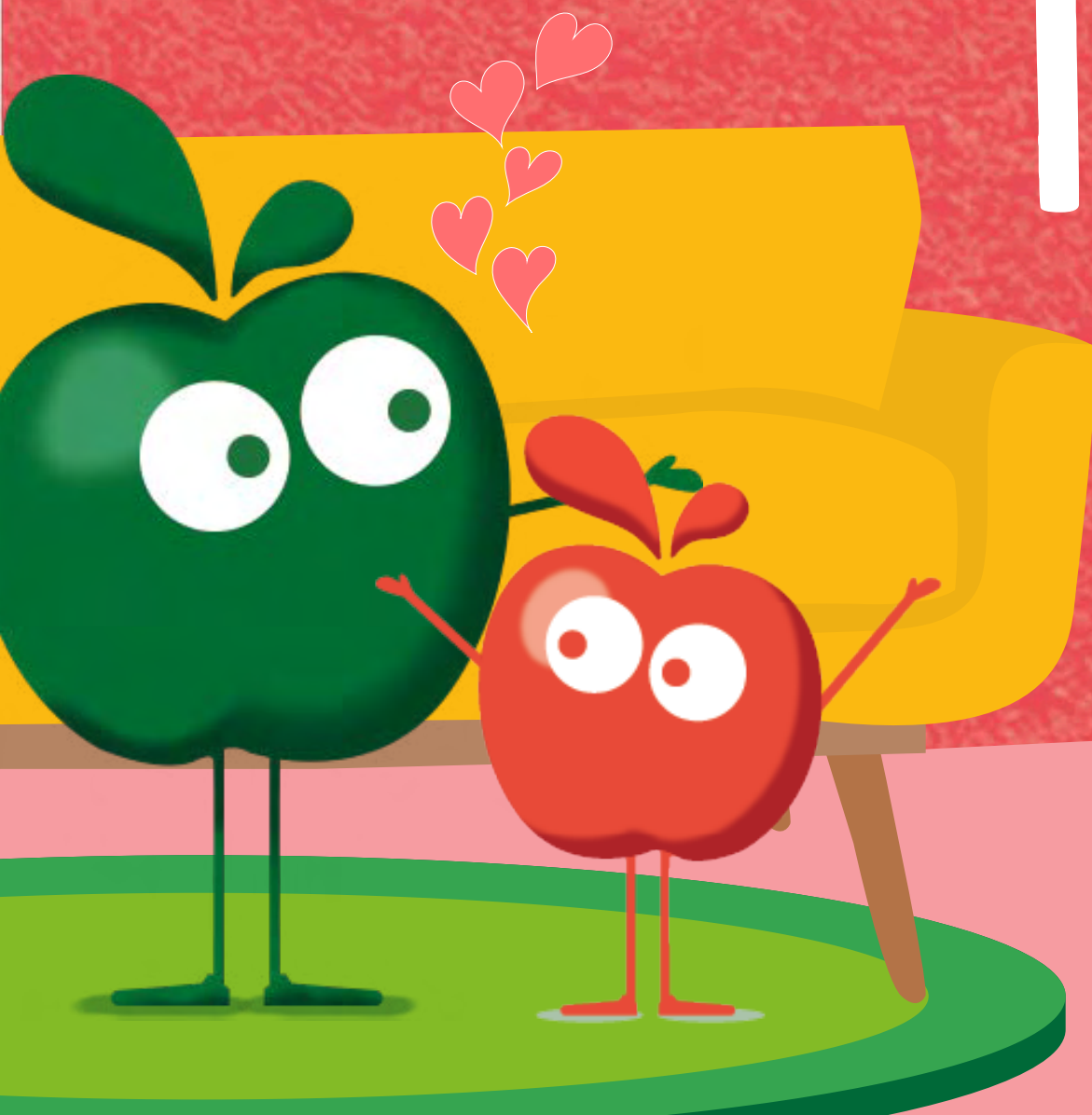
NOW MY MEAL HAS
FINISHED I AM FEELING...



When you've finished your meal, take some time to reflect on how you are feeling now. Are you full? Do you want something sweet for dessert? How have you found eating together as a family?

CHAPTER TWO

THE POWER OF QUALITY TIME



THE SCIENCE OF CONNECTION

Spending meaningful time together is one of the most profound ways parents can nurture their children's emotional and social well-being.

In a fast-paced world, prioritising these moments creates space for connection, communication, and shared joy, forming the foundation of happy, healthy kids.

With the average 'quality time'¹ parents spend with their children each week equating to just over one hour a day (9.6 hours total), it's important that in our fast-paced world, we make this time count.

Dr. Zoe Williams notes: "It's not about grand gestures; it's about being fully present in the little moments. These interactions strengthen the bond between parent and child and help children feel seen, heard, and valued."

WHEN CHILDREN EXPERIENCE UNDIVIDED ATTENTION FROM PARENTS, IT BOLSTERS THEIR SENSE OF SECURITY AND SELF-WORTH, HELPING THEM NAVIGATE CHALLENGES WITH RESILIENCE.

PROFESSOR SAM WASS
CHILD DEVELOPMENT PSYCHOLOGIST

1. Defining "quality time" as shared activities, meals, and screen-free moments.

59%

OF PARENTS BELIEVE QUALITY TIME WITH LOVED ONES IS THE KEY TO A FULFILLED CHILD, OUTRANKING EVEN GOOD NUTRITION AND SLEEP.

TURN ROUTINES INTO RITUALS



In today's world, 18% of parents feel their children aren't receiving enough one-on-one time, and 16% feel quality family time is lacking. Even amid busy schedules, small moments can make a big impact.

Lucy Upton suggests: "Something as simple as sharing a meal or walking to school together can become a treasured time for conversation and connection."

UNPLUG AND FOCUS



Sam explains: "Putting down the phone or turning off the TV sends a message to children that they are the priority in that moment."

CELEBRATE THE LITTLE THINGS



Dr. Zoe emphasizes: "Everyday achievements – like drawing a picture or scoring a goal – are opportunities to show interest and encouragement, reinforcing their sense of worth."

TRY THIS AT HOME

TABLE TALK

Mealtimes are the perfect opportunity to connect with your children, enjoy quality time together, and spark meaningful conversations – here are some fun questions to get little ones chatting!

WHO IS YOUR BEST FRIEND?

WHAT MAKES YOU LAUGH?

WHAT DO YOU WANT TO BE WHEN YOU GROW UP?

WHAT MAKES YOU HAPPY?

IF YOU HAD A GENIE THAT COULD GRANT 3 WISHES, WHAT WOULD YOU WISH FOR?

WHAT IS YOUR FAVORITE BOOK?

IF YOU HAD ONE SUPERPOWER, WHAT WOULD IT BE?

WHAT DID YOU DO TO HELP SOMEONE ELSE TODAY?

MAKE IT LAST A LIFETIME

We know our time with our children is limited. Whether we look at this in the framing of hours in the day, days in the week, or even across the span of a lifetime. Time truly is so important.

That's why a key part of the GoGo squeeZ mission is to enable parents to seize these moments with ease. Whether it's through offering convenient snacks for family outings or sharing practical tips for fostering connection and building lifelong memories, we are empowering families to make the most of their time together.

By prioritising quality time, parents can create a nurturing environment where children thrive – emotionally, socially, and beyond. The great part is, even five minutes can make a big difference to your child's day.

As a child development specialist, Sam sees time and time again just how key these small moments of quality interaction are. He says “Studies have shown that even brief interactions – like a quick game, a heartfelt chat, or a shared laugh – can significantly boost a child's sense of security and emotional wellbeing. What's crucial isn't the length of time, but the quality of attention and the emotional connection. Research indicates that when parents make time to engage fully, even for just five minutes, it fosters trust, reinforces positive behavior, and supports the child's emotional development. Children thrive when they feel seen, heard, and valued, and it's those consistent, meaningful moments that lay the foundation for stronger, more confident connections.”



SAM'S FIVE TOP TIPS FOR MAKING THE MOST OF 5 MINUTES WITH YOUR CHILD:

ACTIVE LISTENING

Put away distractions and focus completely on what your child is saying. Ask them about their day or how they're feeling, and let them express themselves fully. The simple act of listening without interrupting makes them feel seen and heard.

GIVE A COMPLIMENT OR ENCOURAGEMENT

A few kind words about something they did or a unique trait you admire can boost their confidence. Positive reinforcement, even in small doses, nurtures their emotional wellbeing and fosters a growth mindset.

CUDDLE TIME

A quick hug, snuggle, or gentle touch can provide emotional reassurance. Physical affection, even for a few moments, helps build a sense of safety and security in your child.

PLAY A QUICK GAME

Even a short, silly game like “Simon Says” or a mini scavenger hunt can foster connection and create fun, memorable moments. It's not about the game itself, but about sharing the experience and engaging with them in the moment.

SHARE A LAUGH

Whether it's telling a funny story, making silly faces, or watching a short video together, humor is a powerful bonding tool. Laughter helps release stress and builds emotional connection.



MAKE IT LAST A LIFETIME

CONTINUED...

Whether you have five minutes, or five hours, the key is making these moments together fun.

Fun is a universal language for kids and a key ingredient for bonding. When it comes to family life, this is something that comes naturally to a lot of us, in fact 42% of parents prioritise laughter and play in their family routines. It's also clear how important this is to our kids; 69% of children aged 6-12 say fun and self-expression are essential for their happiness.

Dr. Zoe reflects, "Play is how kids express themselves and process their world. Joining in their games or silly antics fosters connection while giving them the space to explore their creativity."

Sam agrees, "When parents engage in play, they're saying, 'What matters to you matters to me.' This shared joy creates a bridge for deeper communication."

Taking time to 'seize the play' is beneficial for parents too, helping relieve stress, boost creativity and enhance wellbeing.

Importantly, investing this quality time in our children doesn't just give them a momentary boost. Spending time together creates lasting memories and reinforces family values. If you think back to your childhood and memories with your family, those moments of fun, laughter and positivity are all key to developing the person you are today.

We believe that it's vital parents are supported when it comes to making these magical moments happen for their families, because children don't always remember the words we say, but they remember how we made them feel.

COOKING TOGETHER, PLAYING GAMES, OR TAKING A FAMILY OUTING MIGHT SEEM SMALL, BUT THESE MOMENTS BUILD A BANK OF POSITIVE EXPERIENCES THAT CHILDREN DRAW ON FOR YEARS TO COME.

LUCY UPTON
QUALIFIED PAEDIATRIC DIETITIAN

BILLIE'S FAMILY TRADITION: MAKING TIME FOR FUN AND TOGETHERNESS...

One thing I always remember from my childhood is how we made time to sit down together for dinner as a family, no matter how busy life got. It wasn't just about eating; it was a time to chat, laugh, and hear about each other's days. My mum always made sure we had those moments, and looking back, it wasn't just about routine, it was about connection.

Now, as a parent myself, I try to carry that tradition on with my own family. I know that with work schedules, after-school clubs, and life pulling us in different directions, it's not always easy. But even if it's not every night, we make a point to come together when we can, especially on weekends and holidays, when we can slow down and make mealtimes fun. Whether it's a picnic at the beach, a pancake breakfast on a lazy Sunday, or a festive dinner where everyone helps cook, those moments feel special.

I've also learned that it's not just about making time for the kids – it's about showing them how to make time for what matters. My mum did that for me, and now I hope to pass that same feeling on to my own children.



CHAPTER THREE

NATURE FEEDS THEIR SOULS



THE TRANSFORMATIVE POWER OF OUTDOOR ADVENTURES

The great outdoors is great for a reason! More than a playground for children – it's a place of wonder, growth, and discovery. Time spent outside nurtures creativity, encourages physical activity, and fosters emotional resilience.

Whether it's climbing trees, exploring a muddy trail, or simply lying in the grass, outdoor experiences allow children to recharge, explore, and express themselves, and parents are increasingly recognising the value of letting their children go wild in nature and squeeZ the day.

Yet, as modern lifestyles pull kids indoors, 57% of parents admit their children don't spend enough time playing outdoors, despite knowing its importance for happiness and well-being. What's more, just 11% of parents say their children spend seven or more hours each week playing outside of school sports or PE.

Outdoor play is limited by several factors. Children preferring to watch TV or play video games, and concerns around 'stranger danger' are cited by 31% of parents. 29% say they don't have time to supervise their children's outdoor play time while 22% worry about traffic and 14% don't have a garden.



THE COMBINATION OF MOVEMENT, FRESH AIR, AND CONNECTION
CREATES A RECIPE FOR A HAPPY, FULFILLED CHILD.

LUCY UPTON
QUALIFIED PAEDIATRIC DIETITIAN

75%

OF PARENTS BELIEVE OUTDOOR PLAY
HELPS FOSTER RESILIENCE AND
INDEPENDENCE.

Dr. Zoe Williams reflects, "Nature has a profound impact on mental health and creativity. It's where kids can let their imaginations run free, unburdened by the constraints of screens and schedules."

Sam adds, "Outdoor adventures teach kids about risk-taking, problem-solving, and independence. These moments feed their souls and provide a deep sense of joy and freedom."

What's more, nature can also help regulate children's mood. Sam elaborates, "Children can be very up and down in terms of stress and being constrained amplifies these mood fluctuations. So, being in big, open space outside, means that kind of mood state dissipates much more quickly."

In addition, we are now becoming more aware of the benefits being outside has for your gut and how this can also positively impact mood and mental health too. Sam says, "We're increasingly gaining awareness that being outside and being in different places outside means that you take on different, more varied, microorganisms in your gut. So many studies have come out over the past few years on this, relating your gut microbiota to not just physical health, but diverse aspects of your mental health too."

Nature isn't just about physical activity – it's also a canvas for creativity, another element key for children's mental wellbeing. In fact, 69% of children aged 6-12 say self-expression is crucial for their happiness, and outdoor adventures give them the perfect setting to explore their individuality.

Sam highlights, "Whether it's building dens, drawing with sticks in the mud, or inventing their own games, nature provides endless opportunities for kids to express themselves and build confidence."



SUPPORTING FAMILIES TO SQUEEZ THE DAY WITH NATURE

Outdoor adventures are a chance for families to disconnect from the daily grind and reconnect with each other. These moments not only strengthen family bonds but also instill a lifelong love of nature in children, and parents have a powerful role to play.

However, although 25% of parents rank spending time outdoors as a key ingredient for their child's well-being, barriers like time constraints and access to safe outdoor spaces hold many families back.

Lucy explains: "The perception that outdoor time requires a whole day, or a big plan can be overwhelming. But even a short trip to the local park or a garden treasure hunt can make a big difference."



Lucy explains: "The perception that outdoor time requires a whole day, or a big plan can be overwhelming. But even a short trip to the local park or a garden treasure hunt can make a big difference.

By making nature a central part of childhood, families can nurture their children's souls, helping them grow into resilient, curious, and happy individuals. From making it fun to leading by example, parents can inspire their children to embrace the magic of nature."

That's why GoGo squeeZ is on a mission to make outdoor adventures more accessible and enjoyable for families. By offering portable, nutritious snacks and practical tips, we are empowering parents to seize every opportunity to get outside, explore, and squeeZ the day.



SUPPORTING FAMILIES TO SQUEEZ THE DAY WITH NATURE

CONTINUED...



SO WHERE SHOULD PARENTS START WHEN IT COMES TO
ENCOURAGING OUTDOOR ADVENTURES?

START SMALL

Not every adventure has to be Everest. Kids find joy in the smallest of things, and this extends to getting outdoors too. Dr. Zoe suggests: "Start small – pack up a picnic and head to a nearby green space. Turn it into an adventure with a scavenger hunt or a mission to find the tallest tree."

LET THEM LEAD

Let children take the lead in their outdoor adventures, this doesn't mean you can't maintain some level of control, but why not let them suggest your destination or an activity to do when you get there? Sam reflects, "By letting children take the lead in exploring, parents foster autonomy and help them develop their own unique relationship with the world around them."

PACK A PICKY PICNIC

Every adventurer knows, you need time for a break. So, when you're off out, make sure to bring your lunch with you. Sitting down and eating in the great outdoors offers a great opportunity to get messy with food, bond with little ones over conversation and have some time to unwind in the fresh air. Lucy adds, "A picnic style meal that gets kids out and about also takes away from the idea of the 'perfect plate', which is key! Just pack some of their favourite foods in a Tupperware box or a bag. It doesn't need to be Insta ready, remember, it's not a fine dining restaurant! What kids really care about, and I'll say this to parents time and time again, is that mealtimes are a regular anchor and an opportunity to connect with you."

STAY SNACK SMART

Little explorers need to be fuelled for their great adventure! Lucy adds, "Snacks are a must! Having convenient, nutritious options like GoGo squeeZ can help parents say yes to spontaneous trips outdoors without worrying about meal planning."

BRING THE OUTDOORS IN

Sometimes, bad weather or illness can mean getting outdoors is simply a no go. However, you can always bring the outdoors in! Making fun leaf prints with your kids is a great way to bond, while creating some fun art too. Make sure to collect some fallen leaves of different shapes and sizes when you're next out and about... and have those paints at the ready!

CONCLUSION:

NURTURING THE FUTURE — GROWING HEALTHY, HAPPY KIDS

This report highlights how good nutrition, quality time, and outdoor adventures come together to nurture healthy, happy kids. By focusing on small, manageable changes, whether it's adding more fruit to their diet, choosing nutritious snacks, or prioritising meaningful moments — parents can help their children develop lifelong habits that fuel their growth and happiness.

At GoGo squeeZ, we believe in making healthy choices easier for families. That's why we're pledging 40,000 GoGo SqueeZ fruit pouches to Magic Breakfast (Charity No. 1102510) to support their vital breakfast provision. The pouches will help increase fruit consumption and even be used as a topping on porridge, helping to fuel the learning of children at risk of hunger.

GoGo squeeZ will continue to champion our Foundation for Fulfilled Kids, helping families squeeZ the most out of every moment. It's about progress, not perfection — empowering parents to raise healthy, happy kids, body, mind, and soul.

Let's GoGo wild in nature, make every moment count, and squeeZ the day!



**magic
breakfast**
fuel for learning

LIZ LITTLE, HEAD OF CORPORATE PARTNERSHIPS AT MAGIC BREAKFAST COMMENTS

"Morning hunger creates a barrier to opportunity — holding children and young people back from getting good grades and building the skills that set them up for life."

"When a child arrives at school hungry, it becomes much harder for them to learn, play, take part in lessons, and build friendships. After a nutritious breakfast, children and young people are fuelled for the day and ready to learn."

GoGo squeeZ is supporting Magic Breakfast through a donation, not in collaboration on this report.

SOURCES

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