



Alexandra Wardle is in the running for an industry award for her Qubies freezer trays.

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Baby, what an ice idea

A CHELTENHAM mother of two has created every young mum's dream – an ice cube tray with no banging required.

Alexandra Wardle came up with her Qubies tray at the crack of dawn after breaking numerous ice cube trays.

Now she's a finalist in the Telstra Business Women's Awards' Nokia Product Innovation category.

Originally designed to freeze and store pureed baby food and breast milk, Qubies has now been picked up in the kitchenware market.

Mrs Wardle said it was amazing what you could come up with "when you're desperate".

"You simply fill the tray with your mixture or milk, pop the lid on and place it into the freezer," she said.

"The silicon non-stick lid instantly divides the mixture into 30ml cubes and can easily be twisted off to retrieve your produce."

Qubies can be used to freeze stock, gravy, juice and anything else that can be frozen.

"I even had a customer who froze left-over wine in a Qubies," Mrs Wardle said.