

Review: Melbourne Mumma – July 2012

<http://www.melbournemamma.com.au/?p=3839>

The screenshot shows the top portion of the Melbourne Mamma website. At the top center is the logo for 'melbournemamma' with the tagline 'FOR MUMS WHO LOVE TO SHOP'. Below the logo is a navigation menu with links: Home, About, Where to Shop, Mamma's Must Haves, Sales, Markets, Reviews, Giveaways, Advertise, and Contact. On the left side, there is a 'JOIN MAMMA'S MAILING LIST' form with fields for 'Email Address*', 'First Name*', and 'Last Name*'. Below the form is a 'Subscribe' button and a 'PROUDLY SPONSORED BY' section featuring logos for 'LITTLE & BEAUTIFUL' and '3136'. On the right side, there are social media links for 'FOLLOW ME ON FACEBOOK' and 'FOLLOW ME ON PINTEREST', along with a small profile picture of a woman.

This screenshot shows the main body of the 'Qubies Review' article. The title is 'Qubies Review' by 'melbournemamma' with 0 comments. The text begins: 'Recently I attended the Baby & Kids National Buyers Show and I saw lots of fabulous products for little ones. One particular product that grabbed my attention was Qubies.' Below the text is a photograph of the Qubies product, which consists of a green plastic tray with eight compartments and a matching lid. The article continues: 'When my little ones were starting solids, I was pureeing all kinds of foods in large quantities to store in the freezer and I was forever replacing the cubes I used, as the lids seemed to snap off easily or the cubes would crack while I was trying to remove the frozen food from them. When I heard about Qubies, I jumped at the chance to test them. For this review I froze pureed pumpkin and lemon juice (my husband's family are Italian, so we have an endless supply of lemons, which seem to go to waste quicker than I can say "pass me a gin & tonic"). The first thing I realised was how simple it was to fill the tray and the max fill line makes it easy to pour in the exact amount. It was so much easier than trying to spoon fill multiple little containers, get their lids on and then fit them in a tray.' This is followed by two more photographs of the Qubies tray and lid. The text then states: 'The compact size means that it takes up minimal space in the freezer and the flat design makes them easily stackable if you have multiple Qubies in the freezer at once.' The article also includes a sidebar on the left with various sponsor logos like 'Project Paper', 'Healthy Personal Finance', 'MADMA LOVES', 'KIDS STYLE HUB', 'Emerging Entrepreneur Awards', and 'Clever Mamma'. On the right, there are several vertical advertisements for 'Chocolate Frockies', 'redbird', 'milk & kids', and 'OUT NOW'.

This screenshot shows the bottom portion of the 'Qubies Review' article. The text continues: 'The compact size means that it takes up minimal space in the freezer and the flat design makes them easily stackable if you have multiple Qubies in the freezer at once. Previous containers I have used for freezing food have required me to either partially defrost the food to get it out of the container or use more forceful means (ie bash it on the bench) to get the food out of the container. Not the Qubies - all I needed to do was give the container a slight twist, peel back the silicone lid and I had eight 30ml portions ready to pop into a bag and put back in the freezer.' This is followed by a photograph showing a person's hands twisting the lid of the Qubies tray. The text then says: 'The tray and lid were super easy to clean (I asked my husband after he washed them 😊) and you can pop them in the dishwasher too. If you're looking for something to make preparing nutritious home cooked meals easier for you, then I definitely recommend you try the Qubies. They would also make a great gift for any new parents. Qubies are available in pink, blue & green and you can purchase them at www.qubies.com or from selected retailers around Australia (RRP \$19.95). They are BPA, Phthalate & PVC free.' Below the text is the 'Qubies' logo, which features the word 'QUBIES' in a colorful, bubbly font with a registered trademark symbol. Underneath the logo is the text 'Created by Mimi & Masey'. At the bottom of the page, there is a 'Categories' section with a dropdown menu set to 'Review' and a 'Comments' section with a '0' comment count. On the left side, there is a 'Categories' sidebar with links to 'Designer Profiles (4)', 'Qubies (10)', 'Melissa (7)', 'M (13)', 'Megan (3)', 'Reviews (2)', 'Shipping (24)', and 'Store Profiles (4)'. Below that is an 'Archives' sidebar with a dropdown menu set to '2012 (32)', a sub-menu for 'July (3)', and links to 'Getting to know...Tara &' and 'Qubies Review'.