

## Qubies for boobies and beyond

It took a slightly desperate but very clever mum to create the wonderful Qubies. Alex Wardle found conventional ice-cube trays just didn't cut the mustard when she tried to store her baby's food or breast milk in them. The portions were not quite right and getting the cubes out often proved challenging and sometimes down right impossible. The cubes would either fly out across the room or the tray would split or she'd almost cause an injury using a knife to lever the blocks free. Alex knew there had to be a better way. Her frustration led to the birth of her next 'baby', Qubies.



A little like an upside down ice-cube tray, Qubies works by having the dividers in the silicone lid rather than the base. So simple yet so effective! To remove the contents simply give the container a little twist to free the cubes. The silicone lid is non stick so when you lift it the cubes easily slide out.

No more banging the tray against the bench, this clever design makes retrieving your frozen food a delight.

Simply fill the tray with your mixture or milk, pop the lid on and place it in the freezer. You can then leave the frozen food in the Qubies and release cubes as required or pop all of the frozen cubes into a labeled freezer bag and re-use your Qubies.

Alex has been overwhelmed by the response from her customers. "Everyone tells me how much easier their life is thanks to my product," explains Alex, "and that's the whole point. I was at home with a newborn when my husband was serving in Iraq and I was constantly on the lookout for ways to make my life easier. I turned my frustration into inspiration and a product that is helping other parents."

Qubies is a great way to store breast milk too. Each portion is 30ml so you will know exactly how much milk or food you are feeding your child. And the [www.qubies.com.au](http://www.qubies.com.au) website has some fantastic baby food recipe ideas. It's a great place to get some inspiration if your little one is getting bored with mashed pumpkin! Try the Chicken Casserole or the Pork and Apples recipe. All of the recipes freeze perfectly in a Qubies.

Qubies can even be used to freeze stocks, gravy, pesto, sauces, herbs, juices and anything else that freezes well. "I have customers that freeze left over wine in Qubies." Says Alex.

Qubies are available online from [www.qubies.com.au](http://www.qubies.com.au) and at selected baby stores. It comes in lime and aqua and costs \$19.95. They make great gifts for new mums.

Order yours today and make life a little easier for yourself!