



FREE BITE STARTER KIT



Transform Mealtime Stress Into Food Confidence

The Calm, No-Pressure Method
Helping Little Fussy Eaters
Become Big Confident Foodies



For parents of children
aged 1-5 years.

INSIDE YOU'LL DISCOVER

- ✓ Why fussy eating happens
- ✓ The 4 pillars of the BITE Framework
- ✓ The biggest mistake parents unknowingly make
- ✓ 3 simple actions you can start today
- ✓ How to build food confidence without pressure
- ✓ How to create calmer mealtimes
- ✓ The first step towards raising a confident eater



One small BITE at a time 

WELCOME TO THE BITE CLUB



First Things First...



If you've downloaded this guide because your child:

- ✓ Refuses foods they used to eat
- ✓ Lives on beige foods
- ✓ Only eats snacks
- ✓ Won't try new foods
- ✓ Creates stress at mealtimes

You're not alone.

Fussy eating is one of the most common concerns parents face.

The good news? Most fussy eating is a normal stage of development.

Inside this guide you'll discover the same BITE Framework that has helped hundreds of families build food confidence one small step at a time.



You don't need to be perfect.

You just need to start with one small BITE.



Love, Jo ♥

Child Nutrition Coach
& Founder of The Bite Club Co.



“

*You don't need to be perfect.
You just need to start
with one small BITE.*



”

IS MY CHILD A FUSSY EATER?



Many parents feel confused when a child who happily explored food during weaning suddenly starts refusing meals. This often happens between 18 months and 5 years of age.



While frustrating, it is completely normal.



COMMON SIGNS

- ✓ Refusing new foods
- ✓ Refusing foods they previously ate
- ✓ Strong preferences for a small number of foods
- ✓ Eating differently at nursery than at home
- ✓ Preferring snacks over meals
- ✓ Wanting the same foods repeatedly
- ✓ Avoiding certain textures or colours
- ✓ Becoming upset when unfamiliar foods appear



WHEN TO SEEK EXTRA SUPPORT

Speak to your GP or Health Visitor if your child experiences:

- Weight loss
- Slow growth
- Difficulty chewing or swallowing
- Significant anxiety around food
- Severe food restriction
- Concerns about ARFID or feeding disorders



REMEMBER

Eating is a skill.

Like walking, talking and riding a bike, it develops through practice, repetition and confidence.



THE 4 PILLARS OF FOOD CONFIDENCE



The BITE Framework

The BITE Framework helps parents move away from pressure and towards confidence-building.

Each pillar plays an important role in helping children develop a positive relationship with food.

B



BOUNDARY

Creating predictable mealtimes and clear feeding roles.

I



INVITE

Helping children feel curious, comfortable and safe around food through play and exploration.

T



TRUST

Reducing pressure and supporting children to listen to their own appetite and body cues.

E



EXPLORE

Building familiarity through repeated food experiences, involvement and gentle exposure.

Together these four pillars create the foundations for a positive lifelong relationship with food.



B = BOUNDARY

Children Thrive On Predictability



One of the most helpful things you can do during a period of fussy eating is create clear mealtime roles.

When parents focus on their role and children focus on theirs, pressure reduces and mealtimes become calmer.

YOUR JOB



You decide:

- ✓ What food is offered
- ✓ When food is offered
- ✓ Where food is offered

YOUR CHILD'S JOB



They decide:

- ✓ Whether to eat
- ✓ How much to eat

TRY SAYING



"Lunch is ready."



"We'll eat together now."



"You don't have to eat it."



TINY BITE ACTION

This week, focus on offering meals and snacks at roughly the same time each day.



I = INVITE

*Children Thrive On Curiosity,
Comfort And Connection*



When children feel invited, not forced, they are more likely to engage with food.

Our job is to create a positive mealtime environment where children feel safe to be curious and explore at their own pace.



CREATE AN INVITING ENVIRONMENT

- ✓ Sit down together as a family
- ✓ Keep mealtimes relaxed and positive
- ✓ Offer a variety of foods
- ✓ Avoid pressure, bribery or rewards
- ✓ Encourage but don't insist



TRY SAYING

- ♥ "Would you like to try some...?"
- ♥ "What does it look / smell / feel like?"
- ♥ "You can try it, no thank you, or have more if you like."
- ♥ "It's okay not to like it" – your body knows best."



WHAT INVITING LOOKS LIKE



JOIN IN

Eat the same food as your child and show enjoyment.



OFFER, DON'T PUSH

Offer the food, then let your child decide.



BE POSITIVE

Keep mealtimes calm, pleasant and free from pressure.



FOLLOW THEIR LEAD

Let your child explore food in their own way and time.



TINY BITE ACTION

This week, invite your child to help prepare one meal or snack. Involvement builds interest!"



T = TRUST



*Children Thrive On Trust,
Not Pressure*

Trusting your child's appetite and body cues is a powerful way to build lifelong food confidence.

When we step back and stop pushing, children learn to listen to their bodies and eat in a way that feels right for them.



WHAT TRUST LOOKS LIKE

- ✓ Respecting when your child says "I'm full"
- ✓ Allowing them to decide how much to eat
- ✓ Not using food as a reward or punishment
- ✓ Avoiding comments about how much or how little they eat
- ✓ Believing that they will eat when they are hungry



TRY SAYING

- ♥ "Trusting you to listen to your body."
- ♥ "It's okay to save it for later."
- ♥ "You can have more if you're still hungry."
- ♥ "I'm proud of you for listening to your body."



WHAT TRUST ISN'T



Forcing "just one more bite"



Praising or rewarding for eating



Restricting foods or food groups



Making comments about weight or size



TINY BITE ACTION

This week, try stepping back during at least one mealtime. Offer the food, then trust your child to decide how much to eat.



E = EXPLORE



*Children Thrive On Curiosity,
Not Stress*

Exploration is how children learn about the world around them – including food.

When children feel free to explore new foods in a no-pressure environment, their curiosity grows and so does their confidence.

Our goal is to spark interest, not force bites. When children explore at their own pace, they are more likely to try, enjoy and develop a healthy relationship with food that lasts.



HOW TO ENCOURAGE EXPLORATION

- ✔ Offer a variety of foods often
- ✔ Let your child look, touch, smell and learn about their food
- ✔ Expose without pressure
- ✔ Do not make them "try" or "take a bite"
- ✔ Be patient and celebrate small steps



TRY SAYING

- ♥ "What do you notice about this?"
- ♥ "Can you feel how it feels?"
- ♥ "Let's explore this together."
- ♥ "It's okay to just touch or smell it."
- ♥ "You can try it when you feel ready."



WHAT EXPLORATION LOOKS LIKE



LOOK

Encourage them to look closely at the colours, shapes and textures.



TOUCH

Let them touch, pick up and feel the food with their hands.



SMELL

Invite them to smell the aromas and notice what they discover.



CHOOSE

Allow them to decide how (or if) they want to taste it.



TINY BITE ACTION

This week, offer one new or different food and invite your child to explore it using their senses – no pressure to eat.



3 QUICK WINS

Small changes. Big difference.



Try these simple ideas this week to create calmer, happier mealtimes for the whole family.

1

CREATE AN INVITING ENVIRONMENT

- ✓ Sit together as a family as often as possible
- ✓ Keep mealtimes relaxed and screen-free
- ✓ Remove pressure and enjoy the time together



2

USE POSITIVE, HELPFUL LANGUAGE

- ✓ Try the "Try Saying" ideas from this pack
- ✓ Focus on encouragement, not pressure
- ✓ Celebrate small steps and efforts



3

ENCOURAGE EXPLORATION

- ✓ Offer a variety of foods
- ✓ Encourage looking, touching, smelling and tasting
- ✓ Let your child explore at their own pace



TINY BITE ACTION

Choose one quick win to focus on this week.
Small steps lead to big changes!



THANK YOU






& Next Steps

THANK YOU FOR TAKING THE FIRST BITE

Small steps create big change.






If you've made it this far, you've already taken an important step towards helping your child build a healthier, happier relationship with food.

Remember...

-  Fussy eating isn't a sign that you've failed.
-  It's often a normal stage of development.
-  The goal isn't perfect eating.
-  The goal is helping your child feel safe, confident and curious around food.
-  When confidence grows, eating skills follow.



WHAT TO FOCUS ON THIS WEEK

-  Offer one familiar food at every meal
-  Reduce pressure and increase curiosity
-  Add one learning food regularly
-  Celebrate progress beyond bites
-  Trust the process



READY FOR MORE SUPPORT?







THE BITE CLUB BOOK BUNDLE

£17.50

Four practical digital books helping parents understand:



-  Why fussy eating happens
-  How feeding styles shape eating habits
-  What to say at mealtimes
-  How food moves through the body

Perfect for parents who want a deeper understanding of food confidence.

 [LEARN MORE ABOUT THE BUNDLE](#)









THE 27-DAY BITE PLAN

£47.50

Our complete step-by-step transformation system.

Includes:

-  Daily actions
-  Parent mindset support
-  Practical activities
-  Mealtime scripts
-  Confidence-building strategies
-  Bonus AI Fussy Eating Coach



Designed to help transform stressful mealtimes into calm, confident eating experiences.

 [LEARN MORE ABOUT THE 27-DAY PLAN](#)



FOLLOW THE BITE CLUB

For daily support, tips and encouragement:

   @TheBiteClubCo

Helping Kids Love Food For Life



ONE SMALL BITE AT A TIME

Every food explored. Every meal shared. Every tiny step matters.

Because confident eaters aren't created through pressure.

They're created through connection, curiosity and consistency.



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