NUK® Partners with Ms. Rachel™ to Launch New Line of Sippy Cups That Support a Smooth Transition From Bottle to First Cup

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New spill-proof sippy cups help make baby's first sips fun, safe, and developmentally supportive

ATLANTA, Sept. 9, 2025 /PRNewswire/ -- NUK®, the #1 hospital-trusted brand for feeding [1], is teaming up with beloved early childhood educator and entertainer Ms. Rachel ™ to launch a new line of Sippy Cups crafted to help little ones gain confidence and independence as they transition from bottle to cup. With over 70 years of experience designing the highest quality baby care and feeding products, this partnership continues to reinforce NUK's commitment to support baby's natural development. Every step of the way.



"NUK has always focused on creating products that help parents and caregivers navigate important transitions with confidence," said Tatia Mueller, Director of Brand Marketing, Baby Care at Newell Brands. "Partnering with Ms. Rachel allows us to combine product innovation with trusted developmental expertise to help make the transition to baby's first cup feel easier and more exciting for both parents and their little ones."

The new sippy cups are designed to support a natural transition from bottle to cup. Each cup in the collection brings together a classic NUK design with kid-friendly features that highlight Ms. Rachel. Product benefits include:

- **Soft, spill-proof spout** gentle on developing gums
- **Easy grip, anti-slip handles** that are removeable as baby gains independence
- **100% spill-proof and leak-proof design** for mess-free sipping at home or on the go
- **BPA-free** and **dishwasher-safe** for simple cleaning
- Available in **two sizes**: 5oz for ages 6m+ and 10oz for ages 8m+

Known for her gentle, research-based approach to early learning, Ms. Rachel has built a trusted connection with millions of parents and caregivers. NUK's partnership with Ms. Rachel pairs innovative, expertly designed feeding tools with developmental guidance families can feel confident in, making milestone moments easier, more joyful, and rooted in care.

This collection is currently available at Target and will be available on Amazon later this month. The 10oz Learner Cup will also launch at Walmart in November. As part of the continued collaboration, NUK will introduce new feeding solutions in early 2026, including a Ms. Rachel tableware bundle of plates, bowls, and utensils.

Discover the new NUK Ms. Rachel Collection and join the conversation by following @NUK on Instagram and Facebook.

CAA Brand Management, a division of Creative Artists Agency (CAA), negotiated the deal with NUK on behalf of its client Ms. Rachel.

[1]Based on industry data

About NUK

Every baby is unique and develops at their own pace. As parents, you recognize this from the very first moment and want to nurture your baby's natural growth.

That's why, for 70 years, NUK has designed products based on the deep understanding of how babies develop. Our feeding and solutions are crafted to support your baby's essential needs without disrupting their natural growth. By mimicking natural feeding patterns and comfort, we ensure your baby develops in the most natural way possible.

With NUK, you can be confident you are making the right choices for your baby. Our dedication to recognizing and supporting baby's natural development is why hospitals trust us more than any other brand for feeding.

NUK is owned by Newell Brands, a leading global consumer goods company

About Newell Brands

Newell Brands (NASDAQ: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Rubbermaid, Sharpie®, Graco®, Coleman®, Rubbermaid Commercial Products®, Yankee Candle®, Paper Mate®, FoodSaver®, Dymo®, EXPO®, Elmer's®, Oster®, NUK®, Spontex® and Campingaz®. Newell Brands is focused on delighting consumers by lighting up everyday moments.

This press release and additional information about Newell Brands are available on the company's website, www.newellbrands.com.

About Ms. Rachel

Ms. Rachel (co-created by Rachel and Aron Accurso) has amassed over 12 billion views on YouTube and is also available on Netflix. The show blends songs, games and nursery rhymes with expert-backed strategies to help toddlers and their families learn, bond, and thrive. Every video, story, and song is crafted with care to support children's growth, making learning fun, interactive, and a playful way for families to connect. Rachel holds a master's degree in early childhood development and another in music education. She is a passionate advocate for children's rights and serves as an ambassador for several charitable organizations. Aron is a Broadway music director that has composed for theater, choir and, of course, for littles.

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Name: Danielle Clark, Email: Danielle.Clark@newellco.com; Haneen Kawasmeh, (773) 302-9673, Haneen.Kawasmeh@zenogroup.com