



FDF Action on Fibre



AB Mauri UK & Ireland

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Commitment:

AB Mauri, part of Associated British Foods, are proud to be members of the FDF's Action on Fibre initiative. We are recognised for our market leadership in technology solutions and are key suppliers to UK industrial bakeries. We are passionate about health & nutrition and committed to developing healthier solutions for our customers. As part of the Action on Fibre initiative, we pledge to launch at least 4 innovations specifically developed to help customers launch products that are either 'high in fibre, or a 'source of fibre'. We will be supporting annual events that promote the use and benefits of fibre, running webinars, teaching sessions, producing case studies, and developing social media campaigns. We will also be investing in important academic research that explores the impact of fibre on human health and developing ways to convert that research into innovative product solutions.



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AB Mauri UK & Ireland pledges:

-  In 2022 we commit to launching at least 4 new innovations that can be used as an ingredient by our customers to either reformulate existing products or develop new products that are 'a source of' or 'high in' fibre
-  In 2022 we pledge to support at least two annual events such as 'Fibre February' by:
 - Delivering at least one presentation to communicate the benefits of fibre and encourage the reformulation of products to increase fibre content
 - Promoting events and communication which supports higher fibre diets via social media
-  In 2022 we pledge to communicate a minimum of 10 health messages around fibre via our Health & Wellbeing programme to our employees to encourage consumption of higher fibre foods.
-  Throughout 2022 we pledge to provide our customers with support via presentations and communication materials to be able to reformulate and market higher fibre products.
-  We commit to investing time and resource in academic research and collaborating with technology providers to gain further understanding of





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the impact of fibre on human health and translate to develop products which will enhance public health and ultimately increase fibre uptake

-  We commit to showcasing one or more of our new ingredients and how it is used by one of our customers to produce a new product or product range which is high in fibre
-  We commit to sponsoring a student project to come up with a high fibre proposition in bakery offering mentorship at key stages and a prize for the winning team