

FDF Action on Fibre






Aldi

Commitment:

At Aldi, we are committed to providing healthier food choices for our customers. We recognise the crucial role dietary fibre plays in supporting overall health, which is why we are proud to collaborate with the Food and Drink Federation to help close the UK dietary fibre gap.

To support this goal, we pledge to signpost as many high-fibre products as possible using our new high-fibre callout. Additionally, we are committed to increasing the fibre content of our products and providing high-fibre recipe suggestions to help customers incorporate more fibre into their diets. Furthermore, Aldi aims to raise fibre awareness through a range of internal and external communications. We believe these actions will promote healthier eating habits and support our customers in achieving higher fibre intakes across the UK.

Aldi pledges:

-  To increase the number of high-fibre call-outs on relevant products
-  To increase the fibre content of their portfolio through reformulation of relevant products
-  To provide high-fibre recipe suggestions to support customers incorporate Aldi's high-fibre products into their diets