



# FDF Action on Fibre

## **TRU**FOODS<sup>®</sup>

### Tru Foods Ltd / Coco Cubes

#### **Commitment:**

At Tru Foods, we believe great taste and better nutrition should go hand in hand. As part of the Food and Drink Federation's Action on Fibre initiative, we proudly pledge and commit to making fibre easier, more enjoyable, and more accessible for everyone through our delicious Coco Cubes snack.

The core pillars of our pledge include that we will:

- **Innovate responsibly**, we have developed a new product that delivers indulgence and improved nutritional value, with fibre as a core consideration from concept to shelf. Coconut is naturally rich in dietary fibre, and by placing it at the heart of our product innovation, we're able to offer something different in the confectionary sector that delivers both enjoyment and meaningful nutritional benefits.
- **Champion fibre awareness** by sharing simple, engaging messages that help families understand the benefits of fibre and how Coco Cubes can support their daily intake. As part of the Food and Drink Federation's Action on Fibre initiative, we commit to helping close the UK's fibre gap by making fibre-rich choices easier, more appealing, and more visible to consumers.
- **Amplify fibre education**, collaborating with partners, retailers, and influencers to support the national effort to improve public understanding of fibre and encourage a healthier future for UK consumers. Through social media, using our digital platforms to share accessible nutrition tips and engaging content that helps consumers understand how small daily choices can boost their fibre intake.




Tru Foods is committed to being part of the solution. By taking Action on Fibre through our Coco Cubes, our communications, and our presence at key industry and consumer touchpoints, we aim to help make higher fibre choices more visible, more accessible, and more enjoyable for everyone.



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### Tru Foods / Coco Cubes pledges:

-  To promote the benefits of fibre to consumers via marketing materials, on pack messaging, blogs and social media
-  To collaborate with stakeholders to promote the benefits of fibre.
-  To support annual events on fibre through marketing and collaboration with brands and stakeholders