

FDF Action on Fibre

Danone



Commitment:

At Danone, our mission is to bring health through food to as many people as possible - a purpose we live and breathe through the brands we develop. We are proud to host the healthiest portfolio of any major FMCG company in the UK, with over 90% of our products classified as non-HFSS*.

With over 100 years of healthy innovation behind us, we remain committed to delivering superior nutrition with superior taste. That's why we're delighted to support the Food and Drink Federation's Action on Fibre initiative.





As part of our pledge, we're proud to highlight the actions Danone has taken to help bridge the fibre gap—engaging a wide range of audiences through internal initiatives with our Danoners, educational efforts for healthcare professionals, and inspiring consumers through our products and communications. Through these efforts, we aim to increase awareness of the importance of fibre and education, empowering individuals with the knowledge and tools to make informed choices that help to bridge the fibre gap – one spoon at a time!

** Defined by the UK Government's current policy and legislation relating to HFSS*

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Danone pledges:

-  To help nudge consumers towards fibre containing options through communication initiatives (e.g. point of sale initiatives, labelling, influencer partnerships, articles, & HCP education etc)
-  To champion fibre awareness across the Danone workplace by empowering Danoners to make informed dietary choices through internal communications and activations
-  -To support healthcare professionals by providing education on dietary fibre.
-  To demonstrate our positive contribution to public health needs by reporting the fibre delivered through existing products, as well as via innovation and reformulation.