



FDF Action on Fibre



Eat Natural

Commitment:

Eat Natural is committed to help 'close the gap' between fibre intakes and the dietary recommendation. Eat Natural was one of the first fruit and nut bars to launch in the UK and our growing portfolio of products now includes a range of snack bars as well as cereals and granolas. We understand the vital role we can play in encouraging consumers to make thoughtful choices. As part of the FDF's Action on Fibre initiative, Eat Natural pledges to use labelling on pack to highlight products that contain more fibre or wholegrain, so that they can be easily identified by consumers.

Eat Natural pledges:

- To include fibre messages on their on pack labelling and website product information to support consumers in making informed, fibre-led choices.