

# FDF Action on Fibre



## General Mills





### Commitment:

General Mills UK makes food the world loves. We are proud to commit to help bridge the fibre gap.

We will do this through a variety of actions across our diverse portfolio of brands. This includes improving the variety and nutrient density of our offerings through innovation and reformulation so that they help deliver more fibre, fibre rich food groups and wholegrain.

We will amplify these efforts through our brands, communications, engagement, and support to events that encourage people to enjoy higher fibre diets.

### General Mills Pledges to:

-  Advance reformulation and innovation that delivers increased fibre and offerings that qualify as "source of" or "high in" fibre
-  Encourage higher fibre intakes, through brand marketing and communications
-  Support events that promote higher fibre diets
-  Increase awareness and encourage higher fibre diets for our people