



FDF Action on Fibre


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Commitment:

At HECK! we're passionate about health and nutrition, so we're proud to be joining the Food and Drink Federation's Action on Fibre initiative. As a food brand, we believe we have a real opportunity to help bridge the gap between the nation's fibre intake and UK dietary recommendations. We're committed to raising awareness and inspiring small positive changes through simple education and a spark of creativity. We pledge to regularly share easy, enjoyable recipes and serving suggestions featuring fibre-rich ingredients across our digital platforms, making it easy and delicious for everyone to up their fibre intake. We also want to make sure our own team benefits from the same focus on wellbeing. As part of our commitment, we'll continue providing our HECK! colleagues with a free nutritionally-balanced meal each working day giving them a tasty way to boost their fibre intake too.



HECK! pledges:

-  To encourage and promote the importance of fibre and vegetables through our digital platforms, inspiring consumers with simple, tasty recipes and serving suggestions that make fibre-rich eating easy, accessible and enjoyable for everyone.



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-  To support the health and wellbeing of our HECK! team by ensuring every colleague has access to a free, nutritionally-balanced hot or cold meal each working day, with at least two fibre-rich dishes available at every meal, and wholegrains and skin-on options served as standard.
-  To champion the importance of fibre and balanced nutrition through simple education and awareness, both within our business and beyond. Internally, we'll empower our team with the knowledge and confidence to make healthier, fibre-boosting food choices every day, through a programme of education and support delivered by our in-house Nutritionist. Externally, we'll use our platforms and brand voice to inspire consumers with simple, practical ways to enjoy more fibre-rich foods as part of a balanced diet.