

# FDF Action on Fibre








## Jordans Cereals

### Commitment:

We will continue our journey to communicate that high fibre diets are extremely important through marketing comms, on pack comms and through the development of more high fibre New Product Development (NPD).

### Jordans Cereals Pledges to:

-  Launch new products that are high in fibre
-  Communicate high fibre on front/back of packs so consumers can easily find high fibre products.
-  Label high fibre on front/back of our packs
-  Through our on-pack recipe suggestions and our website/marketing comms we will use ingredients which are high in fibre
-  Our health team will communicate to employees which foods are high in fibre as part of our ongoing health engagements