

FDF Action on Fibre



Kellogg's






Commitment:

Kellogg's pledges to continue to launch great tasting breakfast cereals and snacks that help the UK population to increase fibre intakes.

We also pledge to encourage and support people to eat more fibre through reformulation and to use the power of marketing and communications to help create understanding about the benefits of fibre, with the overall aim of closing the 'fibre gap'.

Additionally, we commit to supporting and advocating for government policy that encourages and educates the public on the importance of increase fibre for health outcomes.

Pledges:

-  To report any NPD that is a source of, high in or a serving of fibre
-  To report any reformulation projects that result in an increase in fibre.
-  To help shift consumers to higher fibre options using marketing tactics.
-  Highlighting where products contain fibre and/or wholegrain on our products.
-  To support annual events which promote higher fibre diets where planned activity takes place