

FDF Action on Fibre







Kingsmill, Allinson's and Bürgen

Commitment:

Allied Bakeries is pleased to support the FDF's fibre initiative through our Kingsmill, Allinson's and Bürgen brands. We pledge to support our existing higher fibre products, such as our Kingsmill 50/50 healthier white, with communications and labelling to help consumers identify and make easy swaps to appealing products which provide whole grains and/or fibre. We will also ensure that the majority of the new bread, roll and savoury morning good products we launch across our brands will be high in or a source of fibre.



Kingsmill, Allinson's and Bürgen pledges:

-  In 2022 we pledge that the majority of our bread, roll and savoury morning goods launches will provide a source of fibre.
-  That all new launches that are higher in fibre will be supported with shopper marketing and social media comms.
-  To continue to support Kingsmill 50/50 with above the line communications such as TV programme sponsorship and/or brand advertising.
-  To continue to use front of pack fibre and/or whole grain logos to draw attention to products that provide either a source of fibre, are high in fibre and/or provide a source of whole grain



FDF Action on Fibre



-  To support events which promote fibre by using our social media channels and other communications as appropriate to communicate the importance of a higher fibre diet.
-  Throughout 2022, we pledge to provide information on the benefits and importance of a high fibre diet to all our employees.