

FDF Action on Fibre







Kingsmill and Allinson's

Commitment:

Allied Bakeries is pleased to support the FDF's fibre initiative through our Kingsmill and Allinson's 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.



Kingsmill and Allinson's pledges:

-  We will look to bring new bread, roll or savoury morning goods lines to the market that are a source of or high in fibre.
-  We pledge that all new launches that are higher in fibre will be supported with shopper marketing and/or social media comms.
-  We will continue to support Kingsmill 50/50 with above the line communications such as TV programme sponsorship and/or brand advertising.
-  We pledge 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



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-  We pledge 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.
-  We pledge to provide an annual update with information on the benefits and importance of a high fibre diet to our employees.