

FDF Action on Fibre



Nestlé

Commitment:

Nestlé UK will help close the gap between fibre intakes and dietary recommendation through a number of actions with our products and brands.

Our Nestlé Cereals with the green banner contain wholegrain as the number 1 ingredient, and are at least a source of fibre, most of them are high in fibre. Please see the pledges made for Nestlé Cereals under the CPUK commitment.





Across our Food business (with brands such as Wunda, Maggi and Garden Gourmet), our Foodservice business Nestlé Professional (with Garden Gourmet), Terrafertil, and SimplyCook, we will support the FDF Fibre commitment by: bringing products to the market that provide a source of fibre and contain on pack messages, recipes and online recipe recommendations that include a source or serving of fibre. We will highlight fibre on packaging where possible and use our marketing power to encourage consumers and customers to purchase fibre containing products and meal solutions; as well as work with foodservice providers to offer more fibre on menus. We will also encourage our employees to eat more fibre through promoting higher fibre foods in our workplace catering on sites, and promote and support events with a fibre focus. This commitment complements our commitment under the Food

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Foundation's Peas Please pledge to help increase vegetable consumption in UK.




Nestlé Pledges:

-  To launch a number of new products that contain at least a source of fibre between 2021-2024. This will be across our Food, Foodservice and Terrafertil businesses.
-  To help nudge consumers towards products that contain at least a source of higher fibre options through marketing initiatives, such as increasing promotional spend on higher fibre options with retailers.
-  We currently label fibre content in nutrition tables on packaging and we pledge to continue this whilst also increasing the number of on pack and in marketing communications (e.g. recipes) fibre claims where possible.
-  We commit to increasing communications to help consumers increase their fibre consumption. This will be through recipe recommendations on pack, online and in our consumer and B2B recipe suggestions that contain at least a source of fibre and provide clear recommendations, where relevant, on how the recipes can be adapted to contain more fibre. The suggestions for

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fibre increases will include fibre from vegetables through our commitment under the Food Foundation 'Peas Please' pledge.

-  To support Fibre February 2022, International Wholegrain Day and British Nutrition Foundation Healthy Eating Week with our employees and consumers by using the key messaging and undertaking activities relevant to each event.
-  To work with relevant customers in our food service business to encourage fibre consumption, providing recommended nutrition guidelines for plant-based menu options and working alongside both our and the customers' development chefs to provide balanced recipes for meals that will help contribute to fibre intakes.
-  We commit to actively encouraging foods and recipes that contain at least a source of fibre, more wholegrain and fruit and vegetables to our employees through our workplace cafeteria and catering offerings. We pledge to communicate the benefits of consuming adequate fibre and consumption of wholegrains, fruit and vegetables to employees.