

FDF Action on Fibre

Nomad Foods




Nomad Foods – Birds Eye, Aunt Bessie’s and Goodfella’s

Commitment:

Nomad Foods, through its UK brands Birds Eye, Aunt Bessie’s and Goodfella’s, is committed to help ‘close the gap’ between fibre intakes and the UK dietary recommendation. We believe that we can support this commitment by focussing on both products and communications. As part of our wider nutrition strategy we pledge to bring new products and innovations to the market that contain more fibre, as well as to increase the fibre content of current products through reformulation. Additionally, we pledge to provide online positive fibre messaging and educational content, along with serving suggestions and recipes which include a source of fibre. Finally, we pledge to support Fibre February, to contribute to the promotion of higher fibre diets.

Nomad Foods – Birds Eye, Aunt Bessie’s and Goodfella’s Pledges:



-  To evolve and utilise our Fibre Toolkit, bringing new fibre-containing products to market and/or renovating products where possible to increase fibre across our UK branded portfolios



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-  To provide positive fibre messaging and educational materials, in addition to serving suggestions and recipes which provide a source of fibre, on our digital brand platforms. Our positive fibre messaging and educational materials will adhere to Nutrition and Health claims regulations.
-  To support Fibre February annually. We will provide brand and corporate Nomad Foods digital channel support. We will additionally seek opportunities for internal employee engagement with this event across our European sites, to amplify messaging and expand reach.