



FDF Action on Fibre



WarburtonS

Warburtons Ltd

Commitment:

Warburtons, a 5th generation family business, is proud to support FDF's Fibre initiative. We have been baking great tasting, nutritious products for over 145 years that form part of a healthy balanced diet and we believe we have a role to play in helping the nation improve its fibre intake. To do this, we will commit to ensuring we continue to innovate, introducing higher fibre products across our ranges and to improve existing products where we can. We will ensure that our on pack labelling and website product information, and where possible other communications activities, also contain fibre messaging to help support consumers and our people to make informed fibre led choices.





Warburtons Pledges:

-  We will work hard to launch new products to the market in 2022 that provide a 'source of' or 'high in' fibre claim
-  We will continue to highlight the fibre content of our bakery products on front of pack and use stand out logos on pack for those products which are a source of or high in fibre



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-  Through our ongoing product quality activity, we will we look at opportunities to increase fibre levels in our existing range of products
-  We will ensure consumers can find information about the fibre content of our products through our online channels such as our website
-  We will communicate, where appropriate, the importance of fibre or the fibre content of products through our communications activity such as through social media or PR
-  We will use our internal communications channels to share relevant information on the importance of a high fibre diet with our Warburton's family of employees