

FDF Action on Fibre





Weetabix Food Company

Commitment:

To help 'close the gap' between fibre intakes and the dietary recommendation. This will be achieved by making higher fibre diets more appealing, normal and easy for the population. This is in the context of a healthy, balanced diet and in line with the Eatwell Guide and dietary recommendations.

Weetabix Food Company Pledges:

-  All our branded cereals will remain high in fibre & all future branded cereal innovation will also be high in fibre
-  As much as possible we will include high fibre messaging on front & back of our packs to help consumers make more informed choices