

Case Study

Nestlé UK & Ireland



Nestlé Good food, Good life

Nestlé has been raising awareness of the importance of increasing fibre in people's diets. Through providing on-pack messaging, including recipes and meal suggestions which include 'a source of' or serving of fibre rich foods, higher fibre diets can be more accessible to all.



The Maggi brand contains a range of dry recipe mixes, including So Juicy and So Tender. Recent packaging updates to these products have improved packaging material to help with recyclability and reduced the overall quantity of packaging. They also provided an excellent opportunity to address 'fibre' via communications on-pack. Through meal and recipe suggestions where each serving contains 2 of your '5 a day', fibre intakes can be increased while contributing to the recommended daily 5 portions of fruit and vegetables. This is highlighted on packs with the phrase "For 2 of your 5 a day, serve with...". The packs also provide 'Tips for Balance', which have been updated with advice such as "Leave the skin on your potato wedges to increase your fibre intake", meaning that now more of the packs carry a positive fibre message

Anna Collins, Nutrition Manager for Food and Dairy and Nestlé Professional spoke at the FDF 'Fibre February' Webinar, where she highlighted how Nestlé brands and products are making a positive impact in supporting population fibre intakes. She also presented creative ways to encourage fibre intake that work alongside fibre claims on pack. Further to the on-pack messaging, social media posts that celebrate vegetables and promote consumption of fibre rich foods, as well as practical ways to increase fibre, are an additional way Nestlé aims to help increase intakes through the Maggi brand. This has also created an opportunity for collaborative working within Nestlé Nutrition and Brand Teams to highlight the health attributes of

products while simultaneously increasing awareness of the importance of fibre in people's diets.

Building on the work already done for Maggi So Juicy and So Tender, Nestlé plans to incorporate similar on pack messaging and improved meal suggestions across other brands. This will be a key consideration when undergoing pack, website or recipe updates. Where there is an opportunity to communicate a 'nutrition tip', positive fibre messaging will be a priority. Increasing servings of vegetables within recipe or meal suggestions will also increase fibre consumption.

Working more closely with Social Media and Culinary Teams and aligning with key external events (e.g. Healthy Eating Week, Fibre February, World Wholegrain Day) grants the company further occasions to communicate the importance of fibre in the diet. Higher fibre ingredients such as wholemeal brown bread, rice and pasta, could be used as a default in recipe suggestions to make simple swaps more achievable for consumers.



In the future, an evaluation of how effective increased fibre messaging is, and whether consumers use the tips and recipe suggestions provided by Nestlé, will help the company make further progress.