

Case Study

Tate & Lyle PLC

Since signing up to FDF's Action on Fibre pledge Tate & Lyle has produced a wealth of content to promote increased fibre intake – from podcasts, blogs, videos, press releases & social posts.

In addition to this we have continued to look for opportunities to invest in research that illustrates the benefits of fibre, as well as contributing to several industry panel discussions on the topic.



A highlight of the activity we have carried out so far is the launch of our **Gut Health Campaign** at the beginning of this year.

The aim of the campaign is to raise consumer understanding of the benefits of fibre as well highlight how Tate & Lyle's technical expertise can help our customers produce healthier food and drinks consumers love.

A key part of the first phase of the campaign was the publication of our health and nutrition data modelling study in the British Nutrition Journal, which explored

TATE & LYLE

the likely positive difference fibre reformulation could make to people's health in the UK.

As part of the campaign, we launched our [Gut Health Hub](#) on our website, issued a press release to national and trade media and carried out a marketing and social campaign – creating a host of assets to amplify these strategies, including a customer brochure, video content, infographics and GIFs.

Highlights include:

- 73 pieces of coverage, including 5 UK nationals (total reach figure: 114,535,536), 21 trade and 47 online pieces
- 154 total mentions across social media from 63 unique authors
- An e-blast to over 8,000 customers globally to showcase what the study uncovered
- An e-blast to 2,500 influential nutrition educators with the study, directing them to our Nutrition Centre



External use permitted