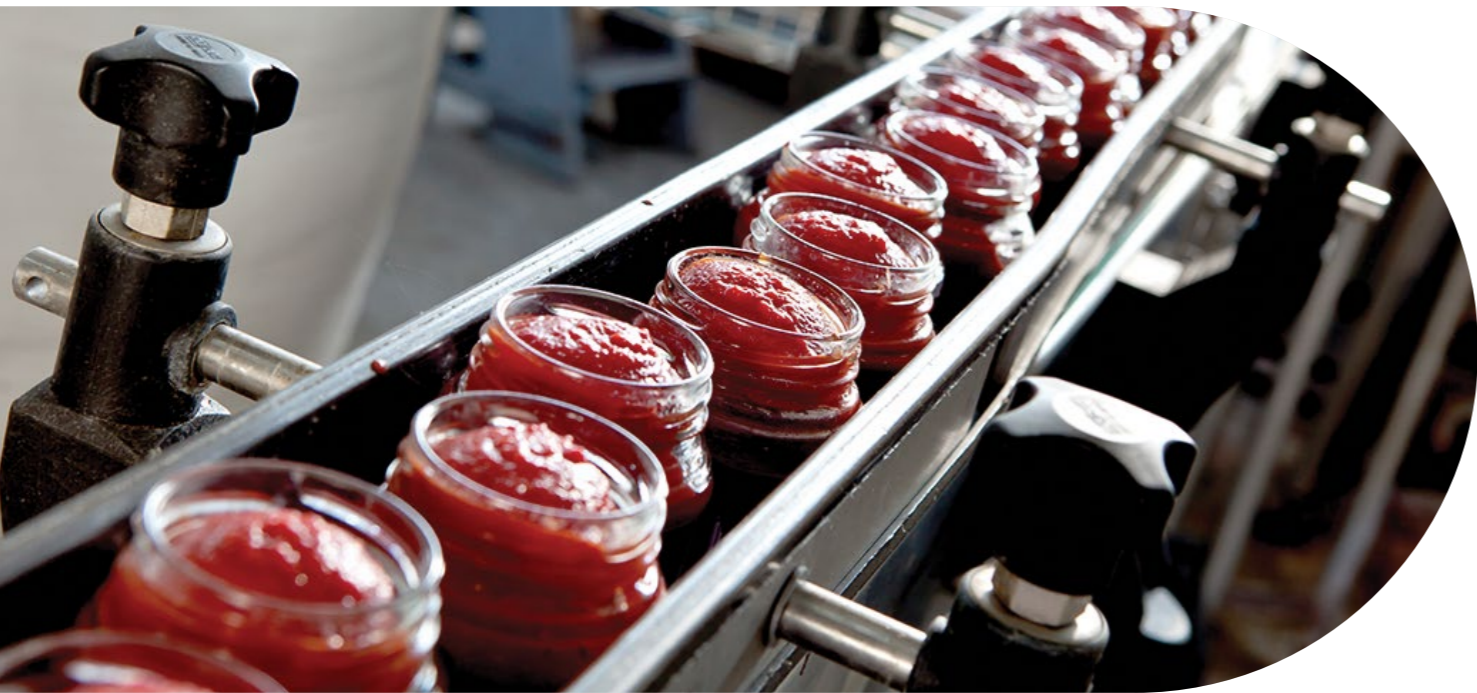




Shaping a healthier future through food and drink

PROGRESS REPORT 2025

fdf



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Introduction

Food and drink manufacturing is the UK’s largest advanced manufacturing sector, made up of 12,500 businesses based in every part of the country. From entrepreneurs to global businesses, our brands help support food security with a stable food supply chain, whilst providing high quality, nourishing food at affordable prices.


The food our companies make can be found in everyone’s cupboards, fridges and freezers. But feeding the nation comes with responsibilities. We need a food system that feeds the nation and grows the economy, whilst protecting the health of people and the planet. We support government’s ambition for a comprehensive food strategy to effectively drive change.

We believe, with the right policy levers, we can drive investment into the UK and create the most competitive and dynamic food and drink sector in Europe.


Our [Ambition 2030](#) sets out how to take forward sustainability changes across the food and drink industry. We have also recently outlined how supporting [technology adoption](#) and the [business environment](#) will help supercharge innovation and unlock a £14 billion growth opportunity.

This report focuses on the work food and drink companies have undertaken to date to support healthier choices. We recognise that more needs to be done and are committed to driving further progress.


Government can support food and drink manufacturers to accelerate this work by:




Establishing a reformulation programme to support SMEs based on the Reformulation for Health Programme in Scotland



Supporting reformulation investment by expanding access to existing R&D tax credits, grants and capital allowance schemes



Launching a new public health campaign with positive, practical messaging to support consumer behaviour change



Developing mandatory health metrics in collaboration with industry and others to support transparent data reporting

Supporting healthier diets



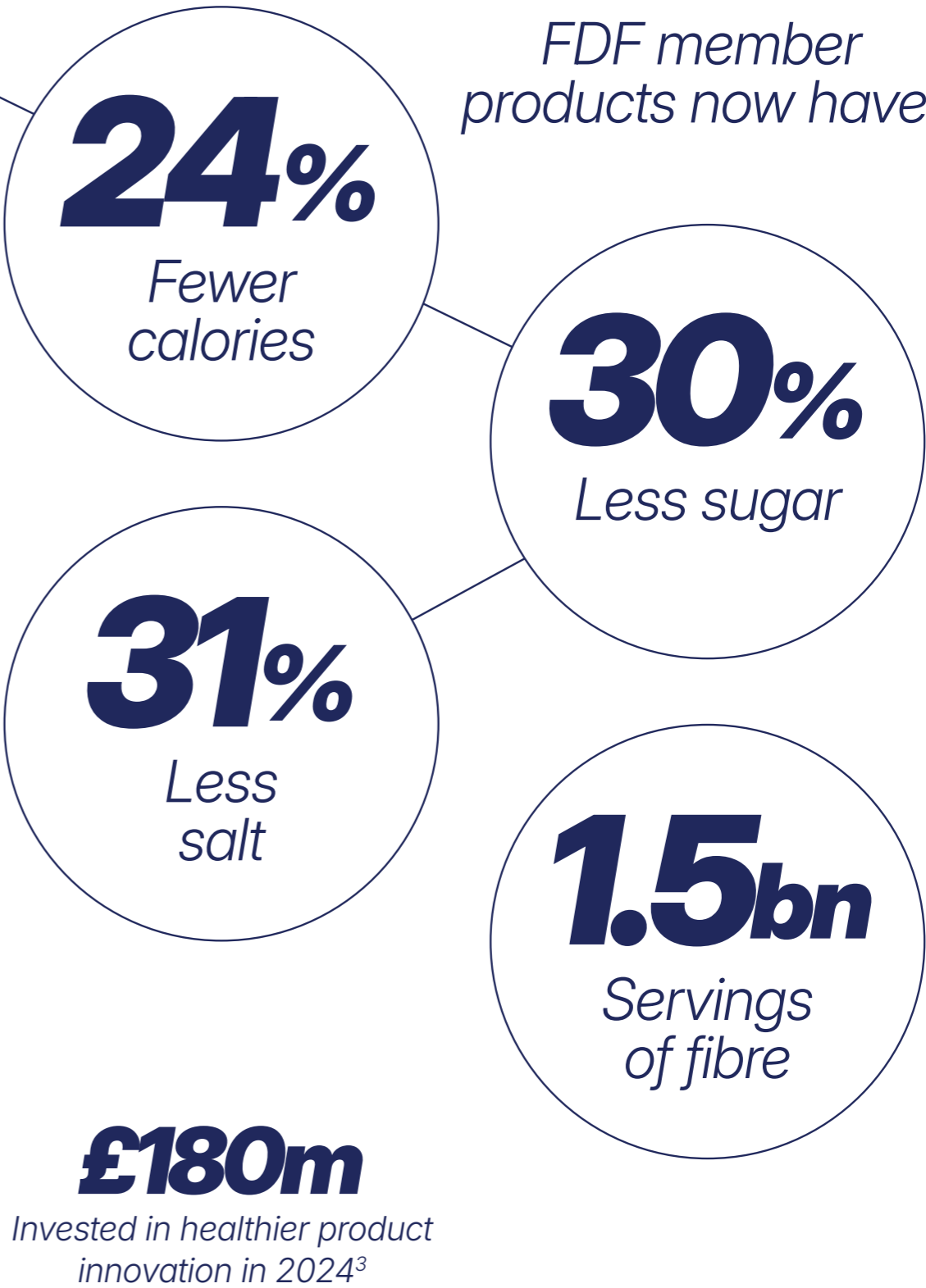
Amy Glass
Head of Diet & Health Policy, FDF

Supporting the nation's health is a key priority for food and drink manufacturers. This includes supporting our 500,000 strong workforce to stay healthy and in employment, as well as supporting healthy diets across the UK through the products we make and sell – from everyday staples, like oats and frozen peas, to new innovative healthier snacks.

Companies have been investing in healthier product development for decades. As a result, our members' products now have 31% less salt, 30% less sugar and 24% fewer calories compared to 2015¹. In 2021, we also launched Action on Fibre – a proactive industry initiative to help bridge the gap between fibre intakes and the dietary recommendation. Through this ongoing work, participating brands have delivered 1.5 billion servings of fibre to the population by adapting recipes and launching higher fibre options².

This report is a celebration of what our companies have achieved, but we recognise more needs to be done and are committed to driving further progress. We look forward to engaging with government to shape a healthier future as part of the food strategy.

"We recognise more needs to be done and are committed to driving further progress"



¹ Kantar Worldpanel GB Take Home Purchase data for FDF members, 2024 vs 2015 total nutrient volume contribution (percentage difference)

² Action on Fibre members self-reported data. This includes fibre contributions from sales of all products launched as part of the initiative from 2022 to 2024

³ Findings from the FDF State of Industry Survey, estimate that 50-60% of the industry's R&D spend, or £167m – £200m, was dedicated to healthier product innovation in 2024

Our member products



Our members produce a wide variety of products

Our members produce a wide variety of food and drinks that form an important part of a healthy balanced diet, as depicted by the government's Eatwell Guide.

This includes ingredients used to cook at home like frozen peas and tinned tomatoes, to convenient options to support busy families, from veg-packed sauces to fortified breakfast cereals.

Here is a snapshot of how these products make an important contribution to the nation's intakes of fruit, vegetables, fibre and key micronutrients.

Did you know?



Delivered **15,421** tonnes of vegetables to the UK diet through its cooking sauces between April 2024-2025



This equates to **193 million** portions (80g) of cooked vegetables



91% of its cereals in the UK are a source of fibre



100% of its children's cereals are a source of vitamins & iron



Delivered **510 million** portions of fruit and veg to the UK population in 2024



All of its drinks are a source of at least 1 micro-nutrient and lots offer up to **4 different vitamins & minerals**



Provide over **12,125 tonnes** of fibre each year



Use over **34,770 tonnes** of wholemeal flour annually, providing B vitamins, fibre, iron, zinc and magnesium



In 2024, the UK ate **~64 billion** Birds Eye Garden Peas



Birds Eye harvested **35,000** tonnes of peas in 2024 - this equates to 15 Olympic sized swimming pools



Industry & academic partnerships

By strengthening links between industry, government and academia, we have an opportunity to become a global leader in food innovation and R&D. Partnership working is essential, ensuring companies are aware of the latest science base, and providing access to expertise that businesses may not otherwise have, especially smaller companies. Information flow also ensures the 'real-life' problems are understood and researched by academics. The importance of industry collaboration in research is recognised by UK Research and Innovation (UKRI), for example through the current 5-year programme focused on transforming the UK food system. We believe close links help ensure research can really help companies grappling with complex problems to deliver meaningful change.

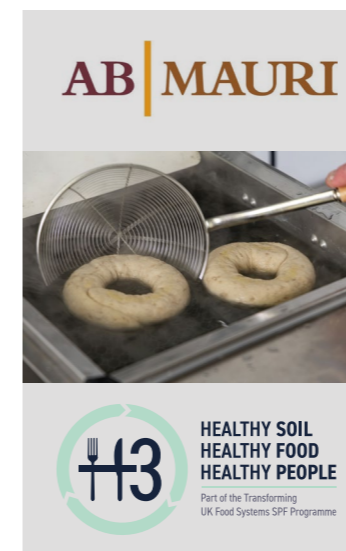
Recipe change for health can be technically difficult, which can be particularly challenging for smaller companies. FDF Scotland's Reformulation for Health programme facilitates multiple funds to help businesses with the associated costs of reformulation. One fund, the Healthier Product Innovation Fund, encouraged academic to industry partnership by awarding funding to an academic institute to carry out a manufacturer's reformulation project. The programme maintains its core Reformul8 Challenge Fund, which is awarded to a manufacturer to be spent on any of the associated costs of reformulation, academic or otherwise.

The Diet and Health Open Innovation Research Club (OIRC) - helping to bridge the gap between research and translation



The OIRC initiative from Biotechnology and Biological Sciences Research Council (BBSRC) with support from Department for Environment Food and Rural Affairs (Defra), Innovate UK and Medical Research Council (MRC), has established six innovation hubs led by expert academics in nutrition, food and behaviour science. OIRC brings together UK businesses with the UK research base to help identify and drive innovation and transformation in food and find real-life solutions to tackle some of the major diet and health-related challenges we face. High-quality, effective collaboration is key to ensuring the translation of research advances into healthier and more sustainable food and drink products, and ultimately improved nutrition and health of the nation. BBSRC has appointed British Nutrition Foundation as the coordinator of [OIRC](#).

Ayela Spiro
Nutrition Science
Manager,
British Nutrition
Foundation (BNF)



H3 high-fibre bagels

Over the past three years, AB Mauri has been collaborating with Professor Louise Dye and her team on the Healthy Soil, Healthy Food, Healthy People (H3) project to develop high-fibre bagels that children love to eat. Funded by UKRI, the H3 project included a work package aimed at increasing fibre consumption in the UK by changing the recipe of everyday foods.

By following evidence-based research, AB Mauri developed a high-fibre bagel which has demonstrated excellent acceptability and a beneficial digestive profile. This collaboration highlights the value of combining industry expertise with academic research to achieve innovative, practical new developments in food aimed at driving improved consumer health.



Enriching options in the supply chain

Peacock Salt is the oldest and largest distributor of salt in the UK. With a finger on the pulse of consumer trends and nutritional guidelines, it wanted to grow its offering to include low sodium salt options.

The company enlisted the support of University College Dublin, developing several different blends. These were trialed in a range of food products using the sensory analysis services of Queen Margaret University, supported by the Reformul8 Challenge fund from the FDF Scotland Reformulation for Health Programme.

It now has the ability to create in-house custom blends, and manufacture 20%, 30%, and 40% reduced sodium salt blends under the Saltsmith brand.

From the Skippers Line to the School Meal Queue

The 'Plymouth fish finger' is a social innovation co-designed project that champions collaborations between community members, school students, school meal providers, fishers and fishing industry stakeholders, social enterprises and University of Plymouth (and Reading) researchers.

The iconic British product is 'healthy' and 'sustainable', makes use of low value under-utilised fish species (pouting, dogfish, whiting), is supporting Small Scale Coastal fishing (SSCF) under-10m vessels and will be delivered into the local school meal system.

The vision is to change supply chains and improve access to, affordability of and increase fish intake for local communities as well as benefit the local fishing community.

Consumers are at the heart of the innovation journey



Megan Eade
Senior Development Technologist,
Reading Scientific Services Ltd (RSSL)



When we develop new recipes, we put the consumer at the heart of that development and that forms the basis for how we innovate. This consumer-led focus, together with following government regulations and understanding the scientific principles behind our decisions, is vital. So, when we talk about creating healthier products, it is paramount that we take the consumer on that journey with us, as ultimately they determine the success of a product.

Health and healthier choices are one of the key drivers for consumer purchases right now, combined with other important considerations such as taste and cost. Food manufacturers have a responsibility to respond through product innovation and changing recipes (also known as reformulation). The industry has a key role to play, and technical solutions can be key to improving the nutritional profile of the products we make. This can include utilising new functional ingredients such as plant fibres and proteins to boost nutrition, or applying innovative ways of cooking and processing.

However, reformulating for health can be technically challenging in many ways. From sugar and fat reduction to the more recent health-based trends involving functional ingredients and shorter ingredient lists, every project needs to meet consumer expectations without compromising taste, texture and shelf life, as well as considering any impacts on processing. Consumer demand for fewer ingredients, for instance, can prove particularly complex as this can easily impact the eating experience and shelf life.

RSSL works extensively in this area to help companies understand the impact of the ingredients they use and the effect they have on products.

Bringing together an understanding of the science, technical solutions, alongside support and guidance for the consumer can all contribute to improving the health of our communities.

“Companies need to be confident in the underpinning science so they know what the ‘right thing to do’ is, and understanding what might drive consumer choice”

A reformulation and new product development journey



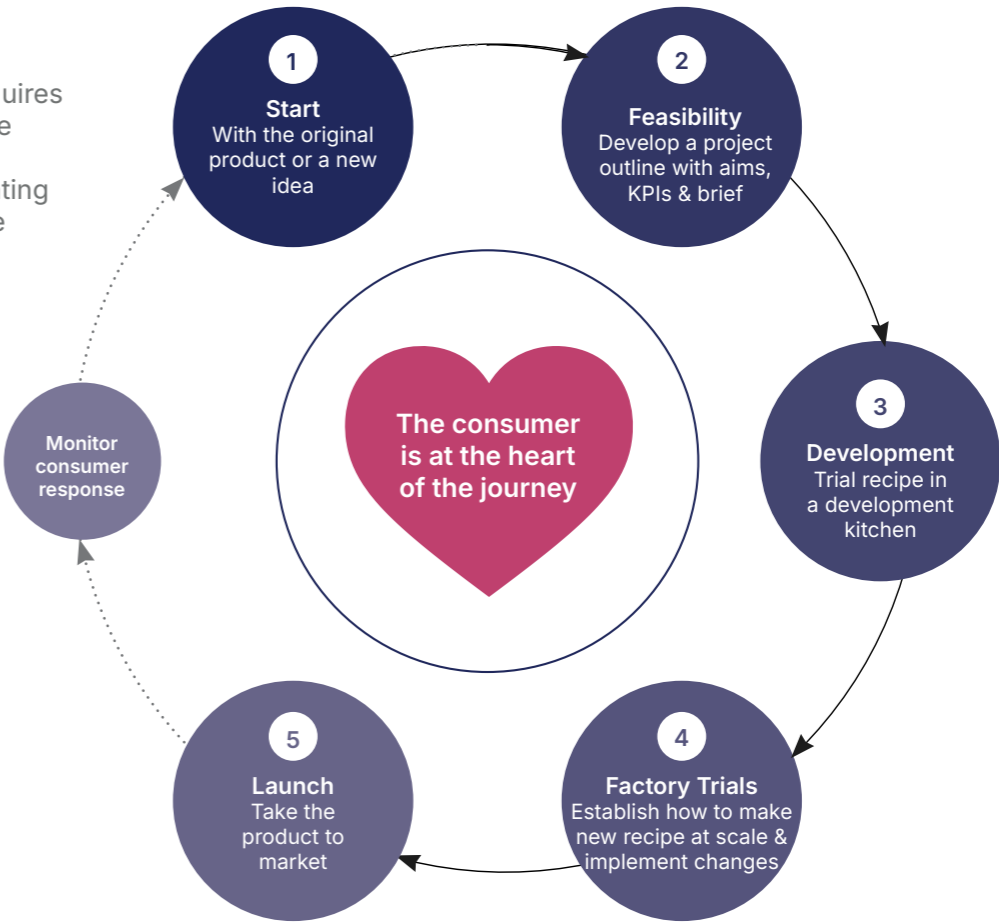
Setting up your project team
Reformulation teams involve development chefs, nutritionists, food technologists, sensory and analytical scientists, engineers, suppliers, marketers, packaging and operations



Marketing & Comms teams develop a launch strategy

- Brand strategies
- Labelling and claims
- Consumer acceptance
- Launch activities

Each stage requires approval before proceeding, meaning repeating stages until the aims are met



Did you know?



To make a reduced fat/sugar/calorie claim, a product must contain at least 30% less fat/sugar/calories compared to similar products on the market



Even seemingly minor reformulation changes require shelf life testing to ensure that food safety and quality aren't compromised



Reducing salt, sugar and fat in a product, substituting ingredients or changing portion sizes can all have an impact on cooking instructions



Consumer acceptance is key to success, so consumer insights are sought through sensory testing and focus groups throughout development

Healthier product innovation

Companies continue to take bold steps to provide healthier options by changing recipes, creating new, healthier products, and providing smaller portion sizes. Here is a snapshot of the progress made by some of our members.

Member case studies



BelVita non-HFSS reformulation

In September 2024, in response to growing demand from consumers for healthier breakfast bars and improved nutritional profiles, BelVita announced that its entire Soft Bakes range, comprising of seven products, is now non-HFSS. This followed the reformulation of its bestselling Choc Chip and Choco Hazelnut flavours.

As part of its reformulation to make each product non-HFSS, BelVita reduced sodium by 56% in the Choco Hazelnut Soft Bake compared to the previous recipe and saturated fat by 5%. For the Choc Chip Soft Bake, BelVita reduced sodium by 24%, sugars by 10% and saturated fat by 9%.



Puffed oat cakes with 11g fibre per 100g

Kallo's new range of puffed oat cakes utilises the same technology applied to puffed rice and corn cakes. The finished product retains the health benefits of whole grain oats and notably has 11g fibre per 100g, with 4.6g of this being the soluble fibre Beta Glucan which reduces blood cholesterol. A portion of three cakes contributes 1.2g of Beta Glucan, which is sufficient to incorporate an EFSA approved health claim on the packaging. The oat cakes come in a range of tasty flavours and replicates popular oat porridge flavours including honey and strawberry.



27 new and convenient ambient ready meals

Mars Food & Nutrition UK expanded its range to 27 ambient ready meals, under its well-loved brands, Ben's Original and Dolmio – all designed to deliver convenience without compromising on taste or quality. The major innovations celebrate global cuisine and include ready-to-eat grain bowls, classic rice meals, plant-powered options, globally inspired street food and premium pasta dishes.

All of the products are non-HFSS and have been guided by the company's Mars Nutrition Criteria, a comprehensive nutrition standard based on nutrition recommendations issued by the World Health Organization and other leading public health authorities.

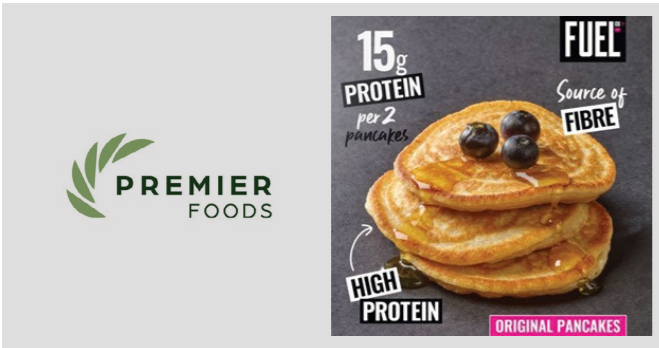


Doritos transformation to non-HFSS

In October 2024, PepsiCo UK transformed its entire Doritos portfolio, now classified as non-HFSS. The enhanced recipe reduces the amount of salt and fat by an average of 18% and 14%. Changes included adding more corn, fine-tuning the cooking process and altering the seasoning - made possible by a recent £13 million investment into PepsiCo's Coventry site.

This innovation forms part of PepsiCo UK's wider programme of recipe change and NPD, supported by its industry-leading 2022 health ambition, for half of its UK snacks sales to come from healthier alternatives by 2025, with 30% from non-HFSS snacks and 20% from snacks sold in portions of 100 calories or less per packet.

Member case studies



Non-HFSS high-protein pancakes

Fuel10K’s American-style pancake batter mix offers a delicious and nutritious option for breakfast, brunch, or a healthy snack. Each serving of two pancakes provides 15 grams of protein, classifying them as high protein. Additionally, the pancakes are a source of fibre, low in salt and meet the UK Government’s calorie target for morning goods. Despite the high protein content – the company’s primary goal – its R&D team has successfully developed a rich and flavourful product. The mix is quick and easy to prepare, yielding pancakes that are delicious when served with a portion of fruits.



Reduced portion zero sugar stimulation drink

Suntory Beverage & Food GB&I (SBF GB&I) is committed to having a positive impact on the lives of its consumers and helping them to lead more active lifestyles. In 2024, SBF GB&I launched Lucozade Alert Mango Peachade Zero Sugar in a smaller portion size of 250ml. It forms part of the company’s aim to expand its range of zero sugar drinks, including with smaller portion sizes, while continuing to innovate across its wholly non-HFSS drinks portfolio. Additionally, SBF GB&I’s reformulation journey which started in 2013 means all its drinks, including Lucozade, Ribena, and Orangina are non-HFSS. In total, the company has reduced sugar by 57% on average across its core range.



Morning energy for the family with an oat-based signature crunch

Kellogg’s Oaties are a tasty new high-fibre, non-HFSS addition to the family breakfast table. A cereal made from whole grain oats in two flavours – Original Crunch and Choco Crunch. Food developers worked on the recipe for months to deliver the unique, multi-layered texture that ensures each bite maintains its signature crunch. The cereal is whole grain and high in fibre, helping to meet daily fibre needs in a convenient and tasty format. Each bowl of Kellogg’s Oaties are also a source of vitamin D, B1, B2, B3, B6, B9 & B12 and iron, supporting daily vitamin and mineral needs.



Reduced sugar yoghurt enriched with calcium and vitamin D

Yoplait has reformulated the recipes on its leading children’s brands, Petits Filous and Frubes, to ensure its yoghurt products are even healthier, yet still retain the same delicious taste. Since 2015, Yoplait has improved the health credentials of its children’s portfolio by reducing sugars by 25%. Yoplait has been driving the sugar reduction progress within the yoghurt category and was applauded by Public Health England by helping the category to reduce overall sugars by 13%. Both products are fortified with Calcium and Vitamin D to help children develop healthy bones.



Adding millions of portions of veg onto the nation’s plates, through the goodness of frozen

In 2024, Birds Eye launched a range of healthy, veg-rich frozen Steamfresh prepared meals, with each recipe delivering 1 or 2 of a consumer’s 5-A-Day and 6.4-9.6g fibre in each portion. Since launch, the taste, convenience and veg-content has been especially appreciated by consumers, as well as how easy it is for them to prepare via the nutrient-retaining microwave steaming cooking method. Across their first 9 months on the market, these new Steamfresh meals added more than 3.5 million additional portions of veg onto the nation’s plates and have attracted over half a million new consumers into the Birds Eye Steamfresh range.

Spotlight on portion



Across many food categories, reformulation is an important measure to improve the healthiness of products but this is not always possible with every food type. While scientific studies show that portion control can be one of the most effective important health levers, the challenge has always been how to translate that scientific insight into the grain of consumer behaviour so that the healthier outcomes are actually achieved.

Be treatwise is a collaboration between Ferrero, Mars and Mondelez to explore the extent to which portion information and portion size can play a role in driving healthier outcomes. As well as the companies' own individual initiatives captured below, Be treatwise is developing a series of trials to see what works best in this area with consumers.



Delivering on portion control and bringing new products to market

Mars Wrigley recognises its role in helping people make healthier choices. The goal is to create moments of happiness with tasty snacking products, while evolving its portfolio and providing meaningful choices. Since the end of 2017, nearly all of its products are equal to or less than 250kcal per single serving. Additionally, 50% of its global portfolio is now at or below 200kcal per single serving.

Last year, Mars launched trüfrü in the UK. trüfrü's range contains fewer than 92 calories per serving and is made using 100% real fruit – picked ripe, coated in chocolate and hyper-chilled to lock in flavour and nutrition.



Under-100 calorie chocolate bar range

In January 2023, Cadbury launched its new under-100 calorie Cadbury Delights range. Available in multipacks containing five bars, each individual bar contains just 91 calories without compromising on texture or taste. The range is sold in three flavours – Salted Caramel, Orange & Caramel, and Hazelnut & Caramel. Each bar is also labelled with Be treatwise messaging, promoting portion control, making it easier for consumers looking for lower calorie options within the chocolate category.



Small portion chocolate

Since 1968, when Ferrero created Kinder Chocolate, it has always focused on creating small portion products. Small portions help people enjoy their favourite products as part of a varied and balanced diet and research suggests that packaging which provides products in smaller, individual portions can help people better manage the amount they eat. 91% of Ferrero products come in small, individually wrapped portions less than 150 calories, as part of a responsible approach to help consumers enjoy its products more thoughtfully.



Joanne Burns
Reformulation for
Health Manager,
FDF Scotland

“Supporting SME food and drink businesses to reformulate is vital to improving the health of Scotland’s products and people. Paving the way for a healthier future through innovative industry support.”

Spotlight on Scotland

Reformulation for Health Programme

Since 2019 we have been reformulating the health of Scotland’s diet, making everyday favourites healthier from scotch pies, black pudding, lorne sausage and haggis to ice cream, cheesecake, crisps and empire biscuits. We offer unprecedented support to the food and drink industry in Scotland.

Funded by the Scottish Government, the Reformulation for Health programme works to demonstrably improve Scotland’s diet and embed the programme as the go-to-voice for industry on reformulation support in Scotland. To support the food and drink manufacturing industry to make products healthier, a number of innovative initiatives have been created and developed as core deliverables.

These include:

- Funding projects with over 90 of Scotland’s popular brands to make their products healthier
- Engaged hundreds of food businesses to make their products healthier through reformulation
- Supported hundreds of food businesses and stakeholders through upskilling training events
- Involved the whole system, from ingredient suppliers to academia, to promote collaboration for successful reformulation of Scottish products
- Offering support to industry in meeting voluntary and legislative health targets, labelling and health claim goals



Funding pots to support SMEs to kick start their journey

We directly supported 92 SME manufacturers in Scotland with over £374,000 of externally sourced funding. This helps companies with the associated costs of reformulation, including through nutritional testing, trialling recipes, process changes and technical support.

- £159,000 4 rounds of the **Reformul8 Challenge Fund** supporting 60 food manufacturers with up to £5k funding to business
- £80,000 **Healthier Product Innovation Fund** for 8 projects with up to £10k to academic partners
- £50,000 **Healthier Bakery Fund** for reformulation in Scotland’s Bakery sector
- £50,000 **Healthier Food Service Fund** facilitating change in 11 food businesses supplying the food service sector
- £35,000 fund to support nutritional improvements due to be launched in summer 2025

The Reformulation Toolkit

We have developed a suite of freely available resources to support industry with their reformulation journey. The online toolkit provides a wealth of resources to help upskill the industry and facilitate reformulation. Resources include a range of industry guides, podcasts, webinars on specific nutritional topics, industry fact sheets, supplier databases and industry research.

The Reformul8 Partnership

Recognising the need to enlist the whole food system, the Reformul8 Partnership brings together different stakeholders who can influence and facilitate successful reformulation in Scotland.

The Reformul8 Partnership has grown to a network of over 80 partners, who are committed to supporting successful reformulation in Scotland.



Scan me for more
on reformulation
in Scotland

FDF Scotland case studies



Making waves with lentil snacks

Taylor's Snacks offer a range of delicious snacks, from Scottish crisps to popcorn and more recently: lentil waves.

The team identified that new sales opportunities could be won through reformulating the lentil wave range. Taylor's Snacks received £5,000 from the Reformul8 Challenge Fund to support the project, assisting with the cost of ingredients and test packaging for a new 25g portion size. The salt content has been reduced by over 50%, removing 378kg of salt from consumers' diets each year. The range now falls within the Scottish Schools Nutritional Requirements (2020) and is HFSS compliant.



Bringing more veg to the table

DONE meals contain all five recommended portions of fruit or vegetables in every serving, and are a source of protein and carbohydrates, too. The idea was sparked by one of the co-founders, a keen home cook, hiding vegetables in the dishes he was cooking for his vegetable-averse wife.

The brand received the support of the Healthier Product Innovation Fund, which covered the cost of product development support from Queen Margaret University's Food & Drink Innovation Lab.

The brand now boasts 16 different meals, catering to a range of tastes and needs, that provide consumers with an easy and delicious way meet their nutritional needs.



Adapting to HFSS

Founded in 1903, Bon Accord makes premium soft drinks. The introduction of HFSS restrictions in England prompted the brand to review the recipes, with a focus on the sugar content and the base ingredients.

Using funding from the Reformul8 Challenge Fund, the cloudy lemonade product has been reformulated to contain 44% less sugar and become HFSS compliant. The learnings from this have paved the way for further reformulation of different flavours.



Lorne Reborn

Malcolm Allan produce 54% of all Scotland's Lorne Sausage, with an annual production of over 20 million Lorne Sausages per year.

The team reformulated the range to bring it in line with the 2024 PHE salt targets, and reduce the fat content. Yeast extract and pea protein were used to maintain the flavour profile and mouthfeel, and the product now contains 42% less salt, 55% less calories, and 75% less fat.

This work helped to secure a new contract, with the expertise ready to apply to future projects and the team is ready to consider similar retailer requests.



Removing salt from Saltire

Saltire Patisserie supplies high quality bread and patisserie to the food service industry. The team recognised the potential influence that its products can have on customers' nutritional health and were keen to boost the health profile of produce wherever possible.

Funding from the Reformul8 Challenge Fund was used to support a reformulation project focussing on selected bread and bagel items. The company achieved a 50% salt reduction and 50% increase in fibre, benefiting customers in cafés, restaurants, hotels, and catering events across Edinburgh.



Healthier chocolate oat drink for children

Born from a mum's mission to provide a delicious and nutritious oat drink for her lactose intolerant son, the Three Robins brand contains flavoured and plain options for the whole family. The founder was keen to make the product as healthy as possible and set to reduce the sugar content of the chocolate drink. With support from the Reformul8 Challenge Fund, the sugar content has been reduced from 3.1g per 100ml to just 2.4g per 100ml naturally occurring sugar.

Three Robins product contains 50% less sugar than other dairy and non-dairy chocolate drinks on the market.

Action on Fibre



Fiyin Makinwa
Senior Diet & Health Executive, FDF

“Achieving the 30g fibre recommendation requires higher fibre options to be an appealing and easy choice throughout the day.”

A diet high in fibre has many beneficial health effects such as reducing the risk of heart disease, type 2 diabetes and certain types of cancer. Despite this, we still don’t eat enough. Only 4% of adults meet the daily recommended intake of 30g per day¹.

Research tells us just how hard it is to meet the recommended intake – eating five portions of fruit and vegetables and three portions of starchy foods a day would only amount to around 22g of fibre². Achieving the 30g fibre recommendation requires higher fibre options to be an appealing and easy choice for meals and snacks throughout the day.

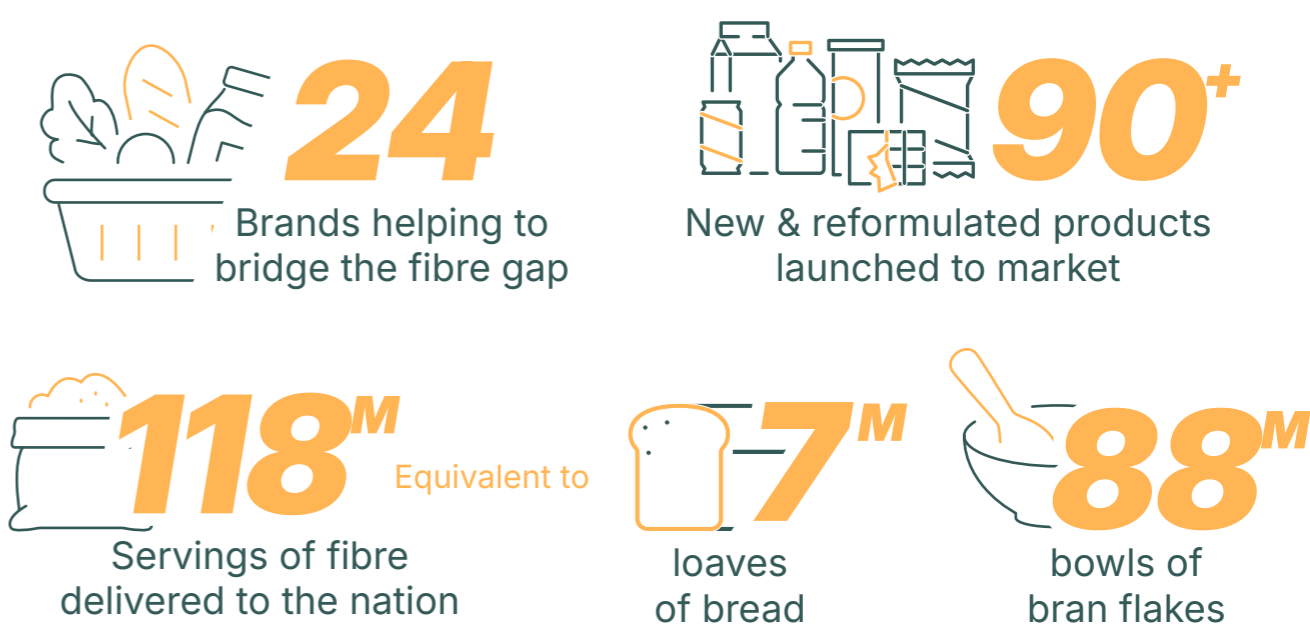
In 2021, we launched our Action on Fibre initiative in which companies commit to help bridge the gap between fibre intakes and the dietary recommendation. In 2024, participating brands delivered 118 million servings of fibre to the population by adapting recipes and launching higher fibre options. Over the course of the initiative, these ongoing efforts have delivered 1.5 billion servings of fibre to the nation.

Bridging the fibre gap requires everyone in the food system to work together, from manufacturers, to retailers and restaurants, to healthcare professionals and government. As a next step, we launched our retail partners initiative in 2024, and we are delighted that Lidl has signed up as our first retail partner. As part of its involvement in Action on Fibre, Lidl has made ambitious commitments to help us with our goal to make higher fibre diets more appealing and easy for the population.

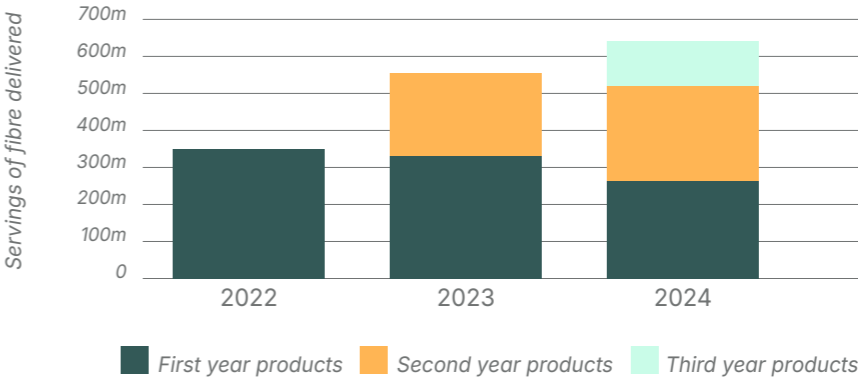
Action on Fibre members:



Our progress in 2024³



Cumulative impact since 2022⁴



¹ National Diet and Nutrition Survey 2019 to 2023 ² Dietary fibre and the prevention of chronic disease – should health professionals be doing more to raise awareness? ³ Action on Fibre members self-reported data from 2023 to 2024 ⁴ Action on Fibre members self-reported data. This includes fibre contributions from sales of all products launched as part of the initiative from 2022 to 2024

Member case studies



New high fibre launch to the Special K range

Kellanova launched Special K High Fibre Crunchy Golden Clusters into the UK. As part of its overall Wellbeing Strategy to ensure that all Special K cereals are high in fibre and non-HFSS, Kellanova leveraged a previous recipe from the well-loved All-Bran range. This has a fibre content of 13g/100g and reduced sugar, salt and saturated fat, so the new launch still tastes great, and is also now non-HFSS. The cereal is also high in wheat bran fibre so good for your gut. The launch contributed 13.4 million fibre servings in 2024*.

*Assuming a fibre serve of 3g

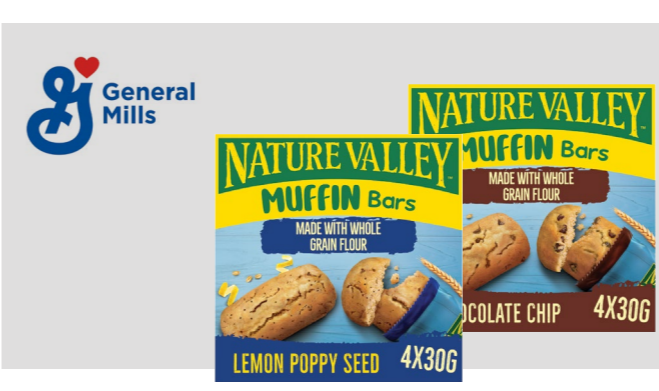


High in fibre and Non-HFSS

In 2024, Jordans launched a new everyday breakfast cereal range called 'Popped Oat Crunch' with two variants: Hint of Honey and Chocolate. The launch successfully achieved the aims, of non-HFSS, high fibre products* that appeal to the whole family, adding excitement and enjoyment to breakfast.

To ensure the product is light in texture and full of bite oats, rice and wheat were used, alongside chicory root in place of some of the sugar which helps to bind the clusters and provides a sweet flavour.

*Both recipes are high in fibre: Hint of Honey contains 14g fibre per 100g and Chocolate contains 12g fibre per 100g



High in fibre and protein

In 2024, General Mills launched its Nature Valley Soft Baked Muffin Bars to offer consumers a portion-controlled and convenient snack to increase their fibre intake. Each bar is high in fibre* and contains around 4g protein per bar.

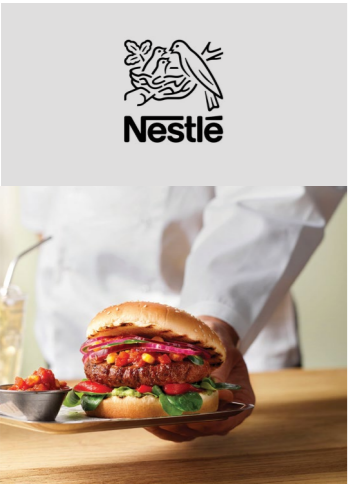
The high fibre content was achieved through careful selection of ingredients such as whole grain flour and other fibre rich sources. The product development team worked diligently to find the optimal balance between nutrition and taste.

*3.9g fibre in the chocolate chip and 4.2g fibre in the lemon poppy seeds



Higher fibre plant-based custard

Premier Foods developed a plant-based variety of Ambrosia custard that goes one step further than a traditional custard. The plant-based variety delivers 2.7g of fibre per portion, maintains a non-HFSS status and adheres to government sugar and calorie targets for desserts. Alongside being suitable for plant-based diets, it is also made with sustainably grown ingredients, helping to reduce its carbon footprint compared to traditional dairy-based custard. The custard also provides a source of calcium to support bone health and aid in digestive enzyme building. All these achievements have been made while maintaining the rich, creamy taste and texture that Ambrosia is renowned for.



79% fibre increase

In 2023, Nestlé continued to support existing products to encourage increased fibre consumption through marketing initiatives, renovation and NPD.

As part of a renovation project for the Nestlé Professional Garden Gourmet Vegan Sensational Burger, fibre was increased by 79% (from 3.9g to 7.0g per 100g as sold), while also reducing energy, fat and saturated fat and maintaining compliance with the UK Government Salt Targets.



Soft while rolls make fibre claim

In 2024, the Kingsmill team decided to relaunch the Soft White Rolls with improved fibre levels to meet the growing demand from consumers for products that both taste great and provide nutrition benefits.

The bakery team successfully boosted the fibre content while maintaining their signature soft texture and popular taste.

The re-launched rolls now have a source of fibre claim clearly displayed on the packaging. Consumer feedback has been very positive, with comments about the great softness and taste.

Member case studies



12% increase in fibre content

In September 2024, after 12 months of work, Schar re-launched their popular Panini roll. Whilst improving the sensory qualities of the product, the opportunity was taken to enhance the nutritional profile. Schar were able to increase the fibre content of the product by 12% alongside a sugar reduction of almost 70% and no increase in saturated fat. The increase in fibre was achieved by increasing the proportion of whole rice and maize flour and adjusting the psyllium content of the dough.



High fibre flatbread and pittas

In September 2024, Warburtons launched a new four Protein range of Pittas and Flatbreads into the market. Importantly, the products are also high in fibre. The pulse & seed blends provide a great tasting sandwich alternative and have proven to be popular amongst consumers. As part of efforts to ensure products have a source of fibre readily available, each pitta contains 13.7% of a consumers RDA of fibre and each flatbread contain 12.7%. "High Fibre" is also included as a flash on the front of pack to highlight the nutritional credentials to consumers.



A source of fibre popcorn

In 2024, KP Snacks reinforced its commitment to the FDF Action on Fibre pledge by introducing new products that are a source of fibre. These innovations provide consumers with more delicious ways to incorporate fibre into their diets. This includes the launch of Butterkist Crunchy Caramelised Biscuit Flavour Toffee Popcorn. This new popcorn variant provides a delightful caramelised biscuit flavour and also serves as a source of fibre. To inform consumers of the nutritional content, the packaging features a fibre message.

Lidl retail partnership



In 2025, Lidl GB announced a fibre strategy that spans its entire product range, reinforcing its position as an industry leader in healthy and sustainable diets. As part of this, Lidl GB has pledged to increase the total fibre sold, in tonnage, by 20% by 2026 and to ensure that whole grains make up 25% of all grains sold by 2030. With nearly a quarter (23%) of shoppers actively seeking high-fibre products in their weekly groceries, Lidl's new initiative is designed to make it easier and more affordable for customers to improve their diets.

The fibre strategy sits within Lidl's wider Healthy & Sustainable Diets strategy, which aims to align with the Planetary Health Diet by 2050. It focuses on increasing fibre and plant-based food offerings – including whole grains, plant-based proteins, fruit and vegetables – while also driving overall sales of healthy products. Lidl is working with suppliers to enhance existing recipes by incorporating more plant-based, fibre-rich ingredients such as lentils, beans and grains, whilst reducing fats and sugars. Lidl will also introduce new and exciting high-fibre products, boosting nutritional value and making everyday items healthier.

"As the first supermarket in the country to introduce fibre-boosting sales targets and the first retail signatory of Action on Fibre, we're proud that Lidl is leading the way in making healthy and sustainable diets more accessible to households across the country. We are committed to supporting our customers in making healthier choices every day by offering an expanding range of high-fibre and wholegrain products at affordable prices. These ambitious targets form a key part of our wider healthy and sustainable diets strategy, aligning with the Planetary Health Diet by 2050."

Amali Bunter
Head of Responsible Sourcing & Ethical Trade at Lidl GB





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