



# Shaping a healthier future through food and drink

PROGRESS REPORT 2026

fdf



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# Introduction



**Amy Glass**

Head of UK Diet & Health Policy, FDF

Food and drink 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 industry underpins food security in every region of the UK, while providing high quality, nourishing food at affordable prices.

We recognise the important responsibilities this puts on our sector. We believe, with the right policy levers, we can drive significant investment into the UK to become the most dynamic and competitive place to start, grow and invest in food and drink manufacturing. Our [Ambition for Growth](#) sets out this vision. As part of this, we have ambitious plans to make the UK the global hub for healthier product innovation and R&D. Meanwhile, [Ambition 2030](#) sets out our approach to sustainability changes across the food and drink industry.

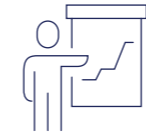
This report shines a light on the work food and drink companies have undertaken to support healthier choices. We want to partner with governments across the UK as they take forward their respective work towards a healthier country. Food and drink manufacturers play a key role in this, from developing healthier recipes to supporting the health of our people and communities locally.

Recent regulations to restrict the advertising and promotion of food and drinks high in fat, sugar or salt (HFSS) are beginning to have an impact. New data and case studies in this report demonstrate industry investment and innovation to support this. It is critical that companies are supported to drive further progress and to accelerate further innovation in healthier products in the UK. We believe that mandatory healthy food sales reporting—an ambitious world first—will be an important next step in measuring progress towards a healthier food system.

# Government can support industry by:



Maintaining a stable regulatory environment and consistent goalposts to give companies the certainty they need to invest in further healthier product innovation



Delivering mandatory healthy food sales reporting across the whole food sector, working in collaboration with industry to support transparent data reporting



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



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

## Industry progress over the years



**Kate Harrington**  
Senior Diet & Health Executive, FDF

Food and drink manufacturers continue to support healthy balanced diets, providing the everyday staples in our kitchen cupboards and freezers like tinned tomatoes and frozen peas, through to convenient options to support busy families and new, healthier snacks.

Companies have been investing in the development of healthier options for decades. This has recently included a focus on innovation and reformulation to meet the Nutrient Profiling Model (NPM) score, the benchmark set out in the HFSS Regulations which determines whether a product is classified as 'healthier' (non-HFSS) or 'less healthy' (HFSS). As a result, companies have invested heavily in innovation and reformulation to bring non-HFSS products to market. In the last five years, the NPM score of products sold by FDF members has improved by 13% - demonstrating that our members' products are getting healthier<sup>1</sup>. Meanwhile, our proactive industry initiative, Action on Fibre, is continuing to drive efforts to bridge the gap between fibre intakes and the dietary recommendation, delivering two billion servings of fibre to the population since 2021<sup>2</sup>.

It is critical government works with industry to ensure that policies continue to support and incentivise further progress.

Experience tells us that making gradual changes towards realistic targets is key in successful reformulation and ensuring consumer acceptance. Evidence from Nesta highlights the impact of small dietary changes, where simple swaps within a category (e.g., high-sugar cake to reduced-sugar cake) could halve obesity rates in five years<sup>3</sup>.

We are proud to celebrate the fantastic innovation and investment from our companies to support healthier diets and want to work with government to build on this momentum.

*"Experience tells us that making gradual changes towards realistic targets is key in successful reformulation and ensuring consumer acceptance"*

<sup>1</sup> Worldpanel by Numerator - GB Take Home Food & Drink - sales weighted average Nutrient Profile Model score, FDF total members, 2021, 2025. The average NPM score of FDF total member products is 3.3 in 2025, compared to 3.8 in 2021. A score above 4 for food is considered 'less healthy'.

<sup>2</sup> Action on Fibre members self-reported data. The initiative was launched in 2021 and the data includes fibre contributions from sales of all products launched as part of the initiative from 2022 to 2025

<sup>3</sup> Nesta, Improving diets to halve obesity across Britain

Compared to 2021, FDF member products now contribute:

**19%** Less sugar\*

**18%** Less salt\*

**17%** Fewer calories\*

Our member products are healthier on average:

**13%**  
NPM score improvement

\* Worldpanel by Numerator - GB Take Home Food & Drink - Nutrient volume contribution (percentage difference), FDF total members, 2025 vs 2021

# Nudging consumers to healthier choices

Here is a snapshot of healthier options developed by some of our members to nudge consumers towards healthier choices, by changing recipes, creating new, healthier products, and providing smaller portion sizes.

## Member case studies

### MARS Food & Nutrition



#### New and convenient ambient ready meals

Mars Food & Nutrition expanded its ambient ready-meal range in 2025, adding 12 new Ben's Original and Dolmio meals, bringing the total to 29. The extended Ben's Original Lunch Bowls lineup features grains, pulses, and vegetables, being either a source or high in fibre.

Dolmio Classics, Dolmio Feasts pasta, and several Ben's Original Street Food noodles are a source or high in protein. All meals are non-HFSS, meet the Mars Nutrition Criteria and most are low in saturated fat and sugar. Additionally, Ben's Original rice and Dolmio sauces remain everyday staples, with Dolmio Bolognese providing 95% vegetables per jar.

### DANONE ONE PLANET. ONE HEALTH



#### Sustained sugar reduction through consumer-led reformulation

Danone UK and Ireland has reformulated its Actimel portfolio to reduce sugar and support healthier choices. As a health-focused company, it remains committed to further reductions while maintaining taste and overall product experience, recognising these factors drive consumer decisions.

After three years of research and development, Core and Triple Action ranges were reformulated, delivering an average 9% sugar reduction without compromising taste or quality. All Actimel products now contain less than 10g sugars per 100g. Market success has been supported by favourable positioning, responsible promotion, and consumer insight, demonstrating that gradual, well-supported reformulation can achieve sustained sugar reduction at scale.

### Kellogg's



#### Kellogg's All-Bran: Supporting gut health

Kellogg's All-Bran has a long-standing reputation as a high fibre breakfast option and has been available in the UK for over a century. Made from wheat bran and wholewheat flour, it supports daily fibre intake. Each bowl provides 10g of fibre, over a third of daily requirements\*, and contains wheat bran fibre scientifically proven to support gut health.

All-Bran is also a source of protein, low in saturated fat, and fortified with key vitamins and iron. Since 2024, total sugars have been reduced by 17%.

\*A 40g bowl of All-Bran Fibre Plus provides 10.4g of fibre: 34.6% of the 30g/day SACN recommendation (UK)

### PREMIER FOODS



#### Mr Kipling Delicious & Light offers a healthier treat that delivers on taste

Launched in Spring 2022, following three years of testing and development by our expert bakers, Mr Kipling Delicious & Light offers a range of cakes and pies for consumers seeking a healthier treat that still delivers on taste. It was the first full range of cakes to meet government's healthier eating guidelines, achieved through significant investment to create our first non-HFSS cake.

The range incorporates Bramley Apple Pies, Bramley Apple & Blackcurrant Pies, Angel Slices with Raspberries and Chocolate Slices, plus seasonal specials, with the products containing 30% less sugar, lower fat and salt, real fruit, and up to ten times more fibre.

Member case studies



**Making healthy, veg-rich eating effortless and delicious**

Nomad Foods has expanded its Birds Eye SteamFresh range to deliver healthy, great tasting rice and noodle dishes that fit modern lifestyles. Drawing on consumer insight and culinary expertise, four globally inspired products were launched, combining bold flavours with vegetables and legumes: Korean Style Noodles, Malaysian Laksa Style Noodles, Asian Rice and Mexican Rice. All products are non-HFSS and provide at least one of a consumer's five a day, supporting vegetable intake through convenient formats.

Central to the innovation is microwave steam in bag technology, which maximises nutrient retention while delivering superior taste and texture. Designed to flex across mealtimes, the range performs both as light full meals or flavour forward bases - successfully delivering on consumer health aspirations, sensory expectations and convenience needs, to make healthy balanced eating more achievable.



**Average of 47% salt reduction**

PepsiCo and Walkers have invested significantly in reformulation to support healthier choices while maintaining the taste consumers expect. Through sustained investment in R&D, PepsiCo announced that at the start of 2026 its core Walkers flavours had moved almost entirely to non-HFSS. This includes new additions such as Hot Honey, Sticky Teriyaki and Masala Chicken, alongside reformulated favourites like Salt & Vinegar and Prawn Cocktail, delivering average salt reductions of 47%.

This progress builds on PepsiCo's long track record of reformulation and innovation and on Walkers recently achieving its health ambition, with over 50% of UK snacks sales now coming from healthier choices.



**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%.



**Securing supply through responsible sourcing**

Princes is helping address the UK's omega 3 intake gap by maintaining access to oily fish as an everyday staple. While some retailers removed North East Atlantic mackerel from shelves entirely due to sustainability concerns, Princes reviewed its supply chain and transitioned to MSC-certified Chilean Jack mackerel (*Trachurus murphyi*).

This ensures continued availability of a convenient, affordable source of omega 3, vitamin D and B1, at a time when only 14-25% of UK adults meet recommended intake levels. Backed by consumer testing and available in tomato sauce, spicy tomato, sunflower oil and extra virgin olive oil variants, the move reinforces trust through Marine Stewardship Council certification while enabling healthier, more sustainable choices.

Member case studies



**British classics with 30% less sugar**

Golden-baked from our secret recipe, McVitie's original Digestives are loved for their classic crunch, distinctive salty-sweet wheat flavour and true Britishness – now with 30% less sugar and a rich source of fibre. McVitie's Rich Tea, another British classic and the gold standard for dunking in a cup of tea, is crafted with care to deliver a light, crisp, sweet biscuit – also with 30% less sugar and rich in fibre.

Development of these healthier products required significant investment and testing due to changes in ingredients and material behaviour, as well as the need for new handling processes and knowledge development.



**Ice Kick: Just the (iso)tonic**

Launched in 2025, Lucozade Sport Ice Kick was purpose-built to support performance and hydration during sport and exercise. The citrus flavoured addition became Lucozade Sport's biggest ever new product launch. Ice Kick is non-HFSS, containing less than 4.5g sugar per 100ml, while continuing to deliver carbohydrates and electrolytes to fuel performance at the point of sweat.

Lucozade brand owner, Suntory Beverage & Food GB&I (SBF GB&I) is committed to supporting more active lifestyles through its wholly non-HFSS drinks portfolio and long standing sugar reduction programme, which has reduced sugar by 57% on average since 2013, while continuing to innovate across energy, sports and zero sugar ranges.



**Fibre-rich snack bars**

In 2025, Ferrero launched a new Eat Natural range featuring three soft fruit bar flavours: Apple, Red Fruits and Peanut. All three bars are high in fibre, gluten-free and vegan, supporting a wide range of dietary needs without compromising on taste.

The Apple and Red Fruits bars each contain fewer than 90 calories and are wrapped in an innovative edible wafer paper, making them a convenient choice for families. The Peanut bar is made with just two ingredients, peanuts and dates, and contains fewer than 130 calories.



**Reduced sugar yoghurt enriched with calcium and vitamin D**

In April 2026, Yoplait launched Petits Filous Greek Style yoghurt pouches with only 5.4g of sugar – the lowest sugar kids fruit yoghurt pouch on the market. Each pouch is rich in vitamin D and a source of calcium, both of which are critical for growing children.

Total investment into this product, including production line alterations, recipe development, taste testing, packaging, marketing support is circa €4 million.

Yoplait has cut total sugars in Frubes and Petits Filous by 29-32% over the past 15 years. The total Yoplait yoghurt portfolio including the new pouch is classed as non-HFSS.

Member case studies



Portioned for happy snacking moments

KP Snack Packs are helping consumers make smarter everyday choices through perfectly portioned formats that fit busy, on the go lifestyles. The KP Nuts multipacks, available in Original Salted and Dry Roasted, tap into daytime snacking occasions, offering a snack that's not only delicious, but also a natural source of protein and high in fibre.

Each 30g pack provides a boost for lunchtime, afternoon pick-me-up or tide-me-over moments. With consumers increasingly seeking satisfying snacks that deliver taste and balance, Snack Packs offer a simple way to manage portions while supporting better eating habits, creating more happy snacking moments for everyone.



poppi's UK launch showcases investment behind healthier soft drinks

Launched in the UK in March 2026, poppi is a modern soda for adults seeking bold flavour that's low-sugar, low-calorie and high in fibre. Each 330ml can contains less than 5g sugar, is 27kcal or fewer, and has 3g or more fibre.

Bringing poppi to the UK at scale was technically demanding with significant manufacturing complexity, requiring bespoke production methods, specialist site capabilities and close collaboration across supply chains. Producing poppi was also dependent on Carlsberg Britvic's sustained investment in advanced manufacturing infrastructure, showcasing how Carlsberg Britvic and PepsiCo are investing and innovating to expand healthier choices for UK consumers.



New high fibre, non-HFSS snack bars

The Nature Valley Crunchy + Fibre, and Protein + Fibre new HFSS compliant ranges offer a nutrient dense snack option that meets the growing consumer and public health interest in fibre. Both ranges have been formulated to increase fibre by at least 20% and reduce sugar content.

The Crunchy + Fibre range, in Cocoa and Hazelnut, and Apple and Cinnamon flavours, contain around 3.5g of fibre each and are low in salt.

The Protein + Fibre bars, in Chocolate and Orange, and Coconut and Almond, deliver around 7g protein and 6g of fibre per bar.



Very Berry Cheerios

Very Berry Cheerios is a new addition to the Cheerios range from Nestlé Cereal Partners UK, bringing a fruity twist to a family favourite. Made from oats, wheat and barley with real berry purée, it is non-HFSS, high in fibre and provides seven vitamins plus calcium and iron, with no artificial colours or flavours. Designed to support everyday nutrition, it contributes to energy yielding metabolism and normal immune function. Joining a range already fully non-HFSS, the launch shows how ongoing reformulation and new product development can improve the nutritional quality of popular cereals while offering families more appealing, accessible breakfast options.

# Reformulation isn't just a recipe change



**James Watson**  
Partner, Argon & Co



For FDF members, reformulation is rarely a question of intent. The challenge is not willingness. It is complexity, cost and commercial risk.

Reformulation is often framed as a simple technical fix: adjust a recipe, meet regulation, move on. In reality, it is a journey that starts with the consumer and regulatory requirements and is fast tracked to the test kitchen, to the factory line, and ultimately back to the consumer.

It starts in controlled conditions. Can the product be reformulated to meet the consumer needs? Will it pass internal reviews, sensory testing and rigorous food safety checks? Can shelf life and product stability be maintained? These questions must be resolved before scale is even considered, often requiring significant time, investment and technical resource on projects that may never reach launch.

The real complexity emerges beyond the kitchen. What works in small batches does not always translate to high volume production. New ingredients behave differently at scale and can cause issues with processing, yield, storage and quality assurance. All of which can trigger changes to supplier relationships, contracts, line settings, packaging and labelling. Reformulation quickly becomes a full system change across the supply chain, requiring further trials, operational disruption, and investment. This is all at a time when manufacturers are already under cost pressure, facing faster NPD cycles, and working with stretched teams. It also demands cross-functional alignment between production, technical, procurement, commercial, and sales teams, where priorities around cost, quality, speed, and consumer needs often conflict.

Simultaneously, manufacturers must continually test the commercial logic. Reformulation affects cost, margin and price positioning where even modest increases in unit cost become significant at scale. Yet success is not guaranteed: retailers may resist higher prices, while consumers may reject changes in taste, texture, or perceived value.

Manufacturers must therefore balance retailer demands for price and performance with consumer expectations of quality and taste, often with little room for compromise. Reformulation

*“Reformulation is a fact of life for manufacturers, but it can be one of the most complex changes to tackle. While it can deliver gains, the commercial and reputational risk is significant”*

is not just a product development challenge, but a supply chain decision, a consumer negotiation, and a board-level commercial decision.

FDF members have shown sustained commitment, delivering progress while absorbing significant cost and operational disruption. However, confidence is tested when regulation continues to evolve. Frequent policy changes risk forcing businesses to revisit decisions and investments they have only recently made, turning reformulation into a continuous cycle rather than a one-off intervention.

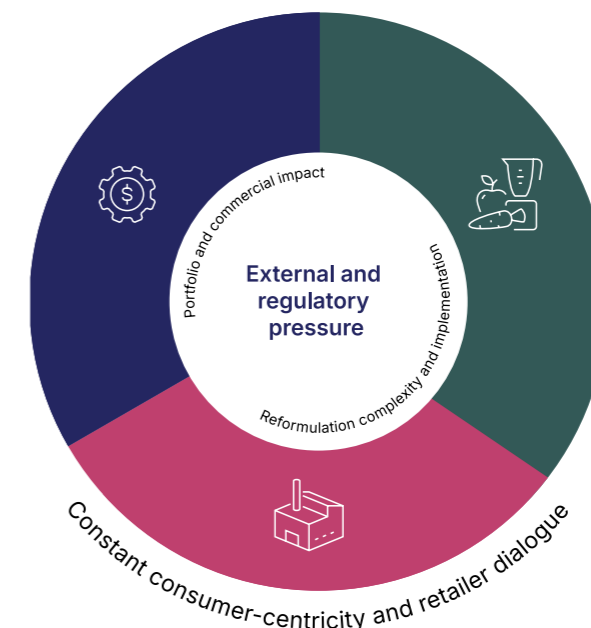
This creates an enduring tension. Reformulate too little and risk criticism for standing still; reformulate too much and risk damaging consumer trust. Navigating the balance between kitchen feasibility, factory reality and consumer expectations is one of the most commercially complex challenges facing food and drink manufacturers today.

Reformulation matters, and FDF members are already delivering change. It should not be mistaken for a simple compliance exercise, but recognised as one of the most demanding strategic decisions a food and drink business can make.

## Reformulation is a complex, iterative balancing act across compliance, operational and commercial risk

### Does this work commercially?

- Will the price difference be too great to swallow?
- What is the impact on performance and margin?
- What is the impact on the broader portfolio of products?
- What are customers thinking and doing?



### Can we reformulate it?

- Can we make it in a test kitchen?
- Can it pass sensory testing?
- Can it pass test panels and external customer testing?
- Does it meet safety and shelf life requirements?

### Can we make it at scale?

- Do we need new ingredients, suppliers or packaging?
- Can we get security of supply and quality at scale?
- Can it run on the factory line? What adjustments need to be made?

## Bridging the fibre gap



**Fiyin Makinwa**  
Senior Diet & Health Executive, FDF

*“With continued action from manufacturers and retailers, and support from the food supply chain and government, we can collectively bridge the fibre gap”*



A diet high in fibre has many health benefits 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 fibre per day<sup>1</sup>.

In 2021, we launched our Action on Fibre initiative where companies commit to bridging the gap between fibre intakes and the dietary recommendation. In 2025, participating brands delivered over 130 million servings of fibre to the population by adapting recipes and launching higher fibre options<sup>2</sup>. Over the course of the initiative, these ongoing efforts have delivered over two billion servings of fibre to the nation<sup>3</sup>.

We know that more needs to be done. Our consumer research tells us that only 7% of people know they should be getting 30g fibre per day<sup>4</sup>. If most people don't know how much fibre to eat, it is no surprise the average adult consumes about half of the recommended amount per day<sup>5</sup>. This highlights the need to raise awareness of the benefits and sources of fibre.

It is great to see some of the work companies are doing to raise awareness of higher fibre options. The growing trend of 'fibremaxxing' is a sign that fibre is finally rising on the agenda for consumers.

With continued action from manufacturers and retailers, and support from others across the food supply chain, government and healthcare professionals, we can work collectively to bridge the fibre gap. Collaboration is key and we are delighted to be partnering with two retailers, Lidl GB and Aldi, to look at how we can make this happen.

<sup>1</sup> National Diet and Nutrition Survey 2019 to 2023

<sup>2</sup> Action on Fibre members self-reported data from January 2025 to December 2025

<sup>3</sup> Action on Fibre members self-reported data. The initiative was launched in 2021 and the data includes fibre contributions from sales of all products launched as part of the initiative from 2022 to 2025

<sup>4</sup> Survey of 2,000 Brits aged 18+, conducted by Censuswide between 16.05.25 and 19.05.25

<sup>5</sup> On average adults consume 16.4g fibre per day National Diet and Nutrition Survey 2019-2023

## Our progress in 2025<sup>2</sup>

**+130<sup>M</sup>**

Servings of fibre delivered to the nation

**100**

New & reformulated products launched to market

## Our progress since 2021<sup>3</sup>

**500**

new & reformulated products launched

**2bn**

servings of fibre delivered to the UK\*\*

### Action on Fibre members:



Retail Partners

\*\*this includes sales of all products launched as part of the initiative from 2022 to 2025

## Member case studies



### Kingsmill source of fibre tiger loaf

In 2025, Kingsmill decided to introduce a Tiger loaf to its range but wanted to ensure it would meet the requirements for a source of fibre claim.

White bread does contain fibre, but it is generally below the claim threshold of 3 grams per 100g. The Kingsmill bakers added wheat fibre to the recipe which means that at 3.2g/100g they can make consumers aware that it is a source of fibre, while knowing it still maintains the texture and delicious taste that consumers love.



### Snack Its launch: High fibre snacking from Ryvita

Ryvita launched Snack Its - a snack, designed to make higher fibre choices easier and more enjoyable without compromising on taste! Developed to deliver a high in fibre nutrition claim, the teams worked to balance ingredient functionality, nutritional value and regulatory compliance.

Brought to life in flavour ranges, with clear on-pack and communications highlighting the taste appeal and health benefit, Snack Its are positioned as the everyday snack making higher fibre choices more accessible as part of a balanced diet.



### Flavour your Fibre campaign

In February 2026, Boursin, part of Bel UK, partnered with Emily English, a respected nutritionist and influencer known for making nutrition accessible and appealing, to support the Flavour Your Fibre campaign.

The collaboration featured a high fibre soup recipe, while Boursin also developed and promoted its own high fibre content series across its social channels, highlighting barley risotto and butter bean-inspired dishes. Together, these initiatives raised awareness and inspired 1.4 million people.



### Fibre Fix range helping shoppers choose fibre-rich options

WarburtonS launched the Fibre Fix range in response to the UK's fibre gap, with 96% of consumers failing to meet the daily fibre targets and missing an average of 13.6g per day. The new Fibre Fix Loaf and Fibre Fix Rolls were developed as a clear, practical solution, providing 8g of fibre per two slices of bread and 6g per roll, helping consumers boost fibre intake as part of their normal routine.

The Fibre Fix range was created to help shoppers easily identify fibre-rich options at shelf. Clear on pack communication and straightforward nutritional messaging ensure that consumers can quickly understand the benefits, while choosing everyday staples they already enjoy.

## Member case studies



### Raising awareness of whole grain and high fibre breakfasts

In 2025, Cereal Partners UK launched the It Simply Does It campaign for Shredded Wheat Bitesize and Big Biscuit to reconnect with loyal fans and attract new audiences.

The campaign celebrates simplicity, highlighting Shredded Wheat as a trustworthy, high fibre breakfast made from a single ingredient: whole grain wheat. With 14–14.2g of fibre per 100g, the product's benefits are communicated clearly across all touchpoints. This activity supports public health goals by encouraging greater fibre intake and reinforcing the value of whole grains in everyday UK breakfasts.



### Jacksons of Yorkshire update to packaging

The Jacksons of Yorkshire core bloomer range has recently been updated with a refreshed packaging design. Through consumer research, Jacksons of Yorkshire took the opportunity to see what messaging resonates with consumers when buying bread from a range of options including health.

Fibre emerged as the top priority, with 85% of shoppers saying that a high/source of fibre claim is the most compelling when buying bread. In response, Jacksons of Yorkshire have introduced a fibre claim on the front of pack for four Bloomers in its range to make it easy for consumers to choose a higher fibre bread.



### Farmhouse Seeded Loaf

The successful launch of Schär Seeded Farmhouse Loaf was the result of many years of ingredient and product research and trials. The high fibre content of the loaf was achieved through the addition of 10% seeds (sunflower, millet, flax and poppy), along with the use of psyllium vegetable fibre. The addition of 22% liquid sourdough improved the taste, shelf life and helped to offset the dry and crumbly texture that is often attributed to gluten-free loaves, particularly where additional fibre has been added.

The launch of this superior quality gluten-free bread product, rated highly by 98% of gluten-free consumers has great potential to influence the fibre intake of the gluten-free population.



### Expansion of Activia's Breakfast Pot Granola Yogurt range

Last year, Danone added Activia Dark Chocolate Granola Breakfast Pot to its Activia's Breakfast Pot Granola Range. The fibre in this innovation comes from multiple sources including oligofructose, acacia fibre and cereal fibres, enabling the product to qualify as a source of fibre. In addition to fibre, Activia Breakfast Pot Granola Yogurts also contain billions of live cultures, and calcium which supports gut health\*.

Balancing a small indulgence, the addition of chocolate pieces, with internal nutritional standards was a challenge. Through collaborative cross-team working, the final recipe met internal nutrition standards and delivered a satisfying sensory experience.

\*Activia contains calcium, which contributes to the normal function of digestive enzymes

## Member case studies



### New higher fibre, lower fat instant noodles

In 2025, Batchelors strengthened its better for you portfolio with the re-launch of its Low Fat Supernoodles, now introduced as Air Dried Not Fried Supernoodles. Available in three iconic flavours - Chicken, Curry and BBQ Beef - the new range builds on the already non-HFSS credentials of Batchelors' standard Supernoodles.

Our air dried noodles provide more than 3g of fibre per 100 calories, classifying them as high in fibre, while also offering a source of protein and remaining low in fat, saturated fat and sugar. This re-launch reflects Premier Foods' commitment to offering healthier, great tasting products across its diverse portfolio.



### Delivering on fibre commitments: Nestlé UK&I's year of progress

Nestlé UK&I ensured that recipe development across Maggi and Nestlé Professional brands consistently incorporates higher fibre choices, with clear guidelines requiring two portions of fruit or vegetables in main meals and at least one portion in side dishes. Whole grains, pulses and other fibre-rich ingredients are also encouraged.

In 2025, almost 80% of Nestlé Professional Garden Gourmet recipes were classified as a 'source of' or 'high in' fibre, alongside six Nestlé Professional Maggi recipes.

In 2025, Maggi Socials actively promoted vegetable and pulse based dishes during Fibre February. These posts shared practical fibre facts which reached almost 2,000 people and helped raise awareness among the brand's 14.5k followers.

## Retailer spotlight

We are pleased to welcome Lidl GB and Aldi as the first Action on Fibre retail partners. Both retailers have made ambitious commitments to support the goal of making higher fibre diets more appealing and easier for the population.



### Aldi

Aldi is committed to providing healthier food choices for its customers. It recognises the crucial role dietary fibre plays in supporting overall health, which is why it is proud to collaborate with the Food and Drink Federation to help close the UK dietary fibre gap. Aldi has made a number of pledges to promote healthier eating habits and support its customers in achieving higher fibre intakes across the UK.

### These pledges include:

- To increase the number of high fibre callouts on relevant products
- To increase the fibre content of its range through the reformulation of relevant products
- To provide high fibre recipe suggestions to support customers incorporating Aldi's high fibre products into their diets



### Lidl GB

In January 2025, Lidl GB launched its Healthy & Sustainable Diets strategy – including a comprehensive fibre strategy with two ambitious targets: increasing total fibre tonnage by 20% by 2026 and ensuring whole grains represent 25% of all grain sales by 2030.

Lidl GB has already surpassed its initial 2026 target, achieving an almost 22% growth in fibre sales two years ahead of schedule. Additionally, whole grains now account for 15.3% of grain sales, up from 12.9% in 2024.

### This success was driven by four key strategic levers:

- Expanding ranges to include naturally fibre-rich staples
- Re-working existing recipes to boost fibre content without compromising on quality
- Incentivising shoppers with monthly discounts of up to 30% on whole grains, which nearly doubled sales during promotional periods
- Educational marketing across owned channels to highlight the benefits of fibre and provide practical tips for increasing daily intake



**Joanne Burns**  
Reformulation for Health Manager, FDF Scotland

*“Since 2019, the Reformulation for Health programme has helped remove billions of calories and tonnes of salt from Scotland’s everyday foods”*



# Spotlight on supporting SMEs

## Driving positive change

The Reformulation for Health programme, funded by the Scottish Government, provides support to Scottish SME food and drink manufacturers to make their products healthier. Since 2019, the programme has improved the nutrition profile of favourite Scottish meals and snacks by reducing the calories, fat, sugar, and salt, and adding more fibre, fruit, and vegetables. Each project is bespoke and motivated by different drivers to meet voluntary and legislative health targets, labelling and health claim goals. This ensures a clear business development opportunity for each project we support.

The reformulation landscape in Scotland is undergoing big changes, with the

implementation of Scottish HFSS promotion restrictions on 1<sup>st</sup> October 2026 and the implementation of the Good Food Nation Act. To support these new legislative targets, we are pivoting our support for Scotland’s food and drink manufacturing sector toward the development of non-HFSS products, by assisting the Scottish retail supply chain. This is through a range of support such as funding, research and events to upskill SME manufacturers on actioning the Regulations. We will also be collaborating with Scotland’s 32 local authorities and 14 health boards to develop their Good Food Nation plans to ensure healthy and accessible foods for all.

## Improving the health of Scotland’s products and people

Since 2019, the programme has helped remove billions of calories and tonnes of salt from Scotland’s everyday foods. This includes:

- **3.5 billion calories reduced** from savoury pastry products
- **120 million calories reduced** from Lorne sausage products
- **Over a million calories reduced** from oatcakes
- **60 tonnes of salt removed** from Scotch pies
- **Over 1,000kg of salt removed** from steak pie products

To deliver successful recipe improvement, we have developed a range of initiatives to support Scotland’s whole food system:

**Reformul8 Toolkit** - A concise suite of freely available resources to upskill and support industry with their reformulation journey. Resources include a range of industry guides, podcasts, webinars on specific nutritional topics, fact sheets, supplier databases, research and conferences.

**Reformul8 Partnership** - Recognising the need to enlist the whole food system, the Reformul8 Partnership brings together different stakeholders that can influence and facilitate successful reformulation in Scotland. The Reformul8 Partnership has grown to a network of almost 90 partners, who are committed to supporting successful reformulation in Scotland.

## Funding success

We have directly supported over 100 SME manufacturers in Scotland through nine separate funds. This includes over £424,000 of externally sourced funding to support with the associated costs of reformulation for SMEs, including nutritional testing, trialling recipe and process changes and technical support. Our latest NPM Improvement Fund, launched in May 2026, offered up to £5k match funded by manufacturers, to assist with the associated costs of meeting HFSS compliance.



Helping food businesses  
**REFORMUL8**  
for a healthier future



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on reformulation  
in Scotland

**FDF Scotland case studies**



**School yoghurt gets a healthy refresh**

Rowan Glen is a yoghurt manufacturer based in southwest Scotland, supplying wholesalers, schools, local authority staff restaurants, NHS staff and patient feeding. The company reformulated its popular single portion products to increase the fibre from 'practically zero' to 1.4g per 100g.

This will help consumers meet the NHS recommended intake of fibre across age groups: 20g for 5–11-year-olds and 25g for 11–16-year-olds. Vitamin D has also been added, with an 85g pot now containing the full 100% RDA.



**Preparing seaweed crisps for HFSS**

Shore seaweed crisps are made in Scotland using Scottish seaweed and are sold in major retailers across the UK and online. The original recipe was not HFSS compliant, so the team decided to adjust the recipe so it would meet HFSS promotions restrictions already in effect in England.

The vegetable content has increased by 20% thanks to the addition of quinoa, pea and seaweed to the base pellet. This was a delicate process as maintaining the 'crunch' of the crisp is imperative to the brand quality. Despite reaching HFSS compliance, the brand decided to go further and reduced the salt content.



**Reducing fat in traditional breakfast favourite**

Simon Howie reformulated its black pudding with the goal of reducing the fat and calorie content. The company experienced rising costs related to the disposal of bacon ends, so experimented by using this as a substitute for beef fat in the recipe.

A blend of 40% bacon ends and 60% beef fat produced a high quality product, while nearly halving the fat content, increasing the protein, and reducing the salt content. Due to the introduction of pork, the new product was launched as an independent line to avoid disrupting the existing customer base for the original product.



**Scotland's no. 1 pie brand taking steps to improve health**

Bells Food Group is Scotland's no.1 pie brand and the largest producer of pastry. With support from the Reformul8 Challenge Fund, the company removed 50% of the salt from pie shells used across multiple pie products.

This was a delicate process as salt acts as a binder in the pastry, vital for pie shells to hold their shape before filling. Further to this, Bells Food Group have reduced the fat content from puff pastry that is sold under a retailer brand.

This work has removed a staggering 15 tonnes of salt and 880 million calories per year from multiple products.

**FDF Scotland case studies**



**Innovation in the traditional oatcake**

With a delicious range of sweet and savoury oat products, Nairn's is one of Scotland's most loved brands working to reduce the fat content of its popular gluten-free products. The goal of the project was to reduce fat by 35% with an estimated 148 tonnes of fat reduction, equating to 1.3 billion calorie reduction.

This was achieved by swapping from a palm oil product to a new emulsified fat product, which is a blend of rapeseed and palm oil. This has several technical implications as palm oil at room temperature is semi-solid and resistant to oxidation, which contributes to retaining the texture, taste and shelf life of products.



**The added benefits in fortifying oat drinks**

The first and only Scottish produced brand of oat drink, Brose supplies university cafes, restaurants, canteens, and NHS's social enterprise Aroma cafes.

The health-focused product has been enriched with calcium, and vitamins D2 and B12. Funding from the Healthier Food Service Fund supported a reformulation project to reduce the saturated fat in its chocolate oat drink, achieved by reducing the rapeseed oil content. The product now contains 57% less saturated fat, reduced from 1.6g per 100ml to 0.9g per 100ml.





## Workplace and community health

With food and drink manufacturers based in every local authority across the UK, our industry plays a key role in supporting the health of our people and communities.

Our members have a proud history of working alongside partner organisations to support communities, providing healthy options to breakfast clubs, supporting local community sport, redistributing surplus food to those who need it, as well as delivering extensive workplace and community health initiatives.

**Member case studies**



As a family business, Warburtons believes it has a role to play in supporting the communities in which it operates, with a long history of community engagement through The Warburtons Foundation. The Foundation provides organisations, charities and schools access to product donations, financial giving and educational resources. In the last five years, Warburtons has donated over 7.5 million products to those that need it most.

Warburtons has also been supporting breakfast clubs through its partnership with Magic Breakfast since 2022, providing over 6.75 million breakfasts. In the last year, Magic Breakfast has helped over 300,000 children and young people in disadvantaged communities.



Supporting children at risk of food insecurity through breakfast provision is a long-standing priority for Kellogg's in the UK. Kellogg's has supported Breakfast Clubs since 1998, providing cash grants to more than 5,000 Breakfast Clubs.

To date, over £6 million has been provided, and this year the programme has expanded to reach 70,000 children, including in secondary schools. Through its partnership with Magic Breakfast, Kellogg's will deliver 1.5 million breakfasts to over 1,000 schools, ensuring children have access to a nutritious breakfast at the start of the school day, supporting health, wellbeing and educational outcomes.



PepsiCo UK has partnered with Magic Breakfast since 2009 through its Quaker brand, donating around 250,000 bowls of porridge each year to support the provision of nutritious, school friendly breakfasts for children most in need.

Over the 15 year partnership, this support has been amplified through targeted campaigns, including the 'Share the Warmth' campaign, which delivered over 1.3 million bowls of porridge in the 2023/24 academic year via an on-pack matched donation scheme. In 2015, PepsiCo and Magic Breakfast also launched the 'Feed Their Future' campaign, supported by Carol Vorderman, to raise national awareness that child hunger is a barrier to learning.



For over eleven years, Ferrero has delivered its unbranded social responsibility programme, Joy of moving, in schools across the UK, in partnership with the English Football League in the Community and the Scottish Professional Football League Trust. Over this period, Joy of moving has encouraged more than 730,000 children to get active by playing and has delivered over 3.5 million hours of additional learning.

The Joy of moving programme is based on our unique methodology that supports children's development across physical fitness, motor coordination, cognitive functions, and life skills. In the 2024/25 academic year, Joy of moving generated a social value of over £13 million for local UK communities and over 98% of teachers saying that they would recommend the programme to other schools or colleagues.

# Whole systems approach pilots

We believe there is a real opportunity to build the reach and impact of existing programmes through a Whole Systems Approach, to contribute to national goals to reduce working-age ill health, improve economic participation, and support healthier, more resilient communities.

To explore this, FDF worked with Leeds Beckett University and Morelife to develop a pilot programme for companies to work with local partners to elevate initiatives in communities surrounding their factory sites. Initial insights from the pilots found that employers were already delivering a range of activities including:

- Mental health and wellbeing support
- Occupational health and safety programmes
- Skills, training and apprenticeships
- Community volunteering and social value initiatives

Across the seven pilot sites, over £35m in annual proxy social value was identified<sup>1</sup>.

Through the pilots, companies were supported to build connections with local stakeholders including public health teams and local authorities to consider opportunities to align on shared goals and connect resources. Early insights from the pilots have found positive developments including:

- Increased participation in wellbeing activities
- Improved engagement scores
- Reduced short-term absence in some sites
- More collaboration with Integrated Care Systems and local authorities
- Better understanding between employers and public health teams

These initial findings demonstrate our industry has significant untapped potential to become a national delivery partner for government's ambitions on prevention, inclusive growth and good work.



<sup>1</sup> Proxy social value estimates were calculated using established UK methodologies, including the HACT Social Value Bank, National TOMs and the Government Social Value Model

**Member case studies**



Since its creation in 2011, Mondelēz International’s award-winning Health for Life programme has helped over 266,000 children and adults in Birmingham to live healthier lifestyles by learning how to grow their own food and engage in physical activity, healthy eating, and cooking. To date, they’ve invested over £5.2m, with over 1,400 colleagues volunteering to support food growing spaces.

The pilot mapped and evaluated social and economic impact across initiatives, strengthening alignment between HR, CSR, and site leadership. Externally, it reinforced engagement with Birmingham City Council, and delivered clearer evidence and a more coherent account of the Bournville site’s contribution.



The pilot structured existing initiatives under the Live Well, Work Well strategy, including on-site health checks, flu vaccination programmes and mental health first aid training. The process improved cross-functional visibility and clarified how workforce health initiatives align with Barnsley’s local public health priorities.

Internal feedback pointed to improved wellbeing survey scores and greater organisational understanding of impact, alongside recognition of data gaps. The pilot strengthened oversight and measurement, providing a clearer platform for sustained workforce health investment.



As a result of engagement with this pilot, HARIBO have made several changes within its business to promote employee health and wellbeing, including on-site interventions such as changing canteen suppliers and physio access and off-site community partnerships.

In March 2025, to mark the United Nations International Day of Happiness, HARIBO announced a partnership with The Together Project to deliver its Songs & Smiles Programme, a weekly intergenerational music group in local care homes, helping forge friendships. With HARIBO’s support, new sessions were set up in West Yorkshire care homes nominated by colleagues.



The pilot consolidated existing People & Planet wellbeing activity, including NHS health checks, mental health support sessions and workplace physical activity initiatives delivered with local partners. Site data indicated improved retention and increased participation in wellbeing initiatives.

Workshops also highlighted inconsistent awareness of available support among shift-based staff. The pilot clarified strengths and gaps, strengthened dialogue with local authority and health partners, and established a clearer baseline from which workforce engagement and measurement can be improved.



## Shaping the future of food and drink manufacturing

Our industry is at the heart of the nation's daily lives, providing nourishment and joy with a wide range of affordable and nutritious products for all.

Join us in creating a secure, sustainable future for food and drink.

[fdf.org.uk](https://www.fdf.org.uk)

