



**Innovation for
Healthier Diets**

Overview

The Food & Drink Federation (FDF) and our members recognise the important role we play in supporting healthier and more balanced diets. As part of this, companies continue to take bold steps to provide healthier options by changing recipes, creating new, healthier products and providing smaller portion sizes.

This report provides a snapshot of some of the investment, research and development manufacturers are leading and provides insight into the product innovation journey.

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Our bold vision for the future



Kate Halliwell
Chief Scientific Officer, FDF

Across every community in the UK, half a million people play a part in producing the fantastic range of food and drink that we know and love. From factory kitchens to family businesses, our brands stand for quality, providing affordable, delicious and safe food.

Over the next decade we intend to continue our ambitious work in building a resilient, sustainable and growing food and drink manufacturing sector that supports the wider supply chain. To do this, we need to partner with governments around the UK to tackle the challenges of today and embrace the opportunities of tomorrow.

Changing how our food is made is not straightforward and requires substantial investment and dedication by companies. It is also made possible thanks to the partners that companies work with, including academic experts and food technologists, to bring the latest science to the factory. Whether that's safely producing 'free from' foods, increasing fibre, or reducing plastic use - quite simply, we could not do it without expert support.

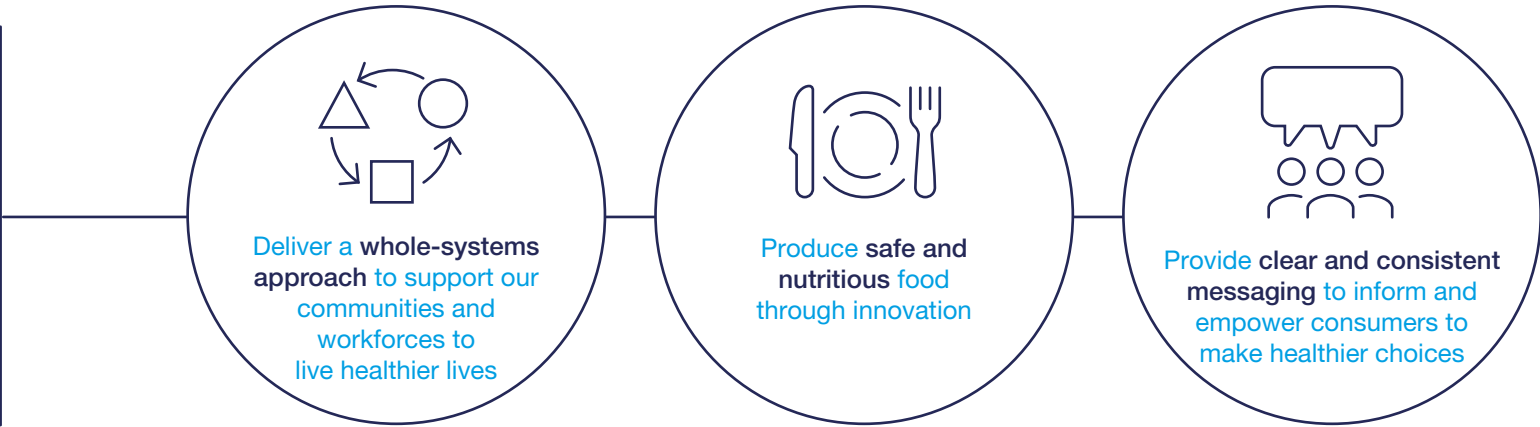
“We want to work with governments and other partners as part of a whole-systems approach”

We know we have a crucial role to play in helping tackle obesity and poor diets. We want to work with governments and other partners as part of a whole-systems approach. This includes continuing to invest and innovate to produce healthier products, but also focuses on how we help support change by providing clear and consistent messaging and how we best support our communities and workforces to live healthier lives.

This report rightly celebrates what our companies have already achieved in providing healthier options, but we recognise that more

needs to be done and we are committed to driving further progress.

We ask governments to help support companies taking forward this critical work by ensuring existing R&D tax credits, grants and capital allowance schemes support investment in healthier product innovation. For smaller companies, the Scottish Government-funded Reformulation for Health programme is a proven way to support them in changing recipes in line with public health goals and we believe this would deliver real value if rolled out across the UK.



Innovating for healthier diets



Amy Glass
Head of UK Diet & Health Policy, FDF

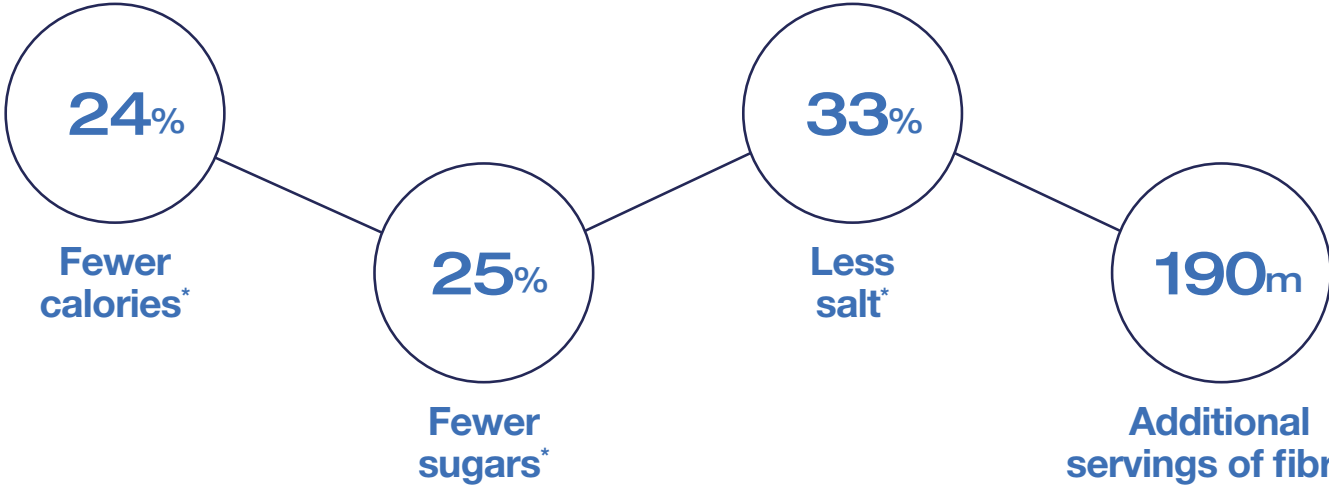
Companies have been investing and innovating in healthier product development for decades and more recently to support the UK Government reformulation programmes and new regulations to reduce the high fat, sugar or salt (HFSS) score of products. As a result, the average shopping basket of our members products has become healthier¹.

FDF member products now contribute a third (33%) less salt, and a quarter fewer sugars (25%) and calories (24%) in the GB grocery market since 2015². This is thanks to ongoing innovation and investment by companies. We estimate between **£160m – £190m** was spent by the food industry on research and development dedicated to healthier product innovation in 2023, including reformulation, healthy new product development and changing portion sizes³.

¹Kantar’s Worldpanel GB Take Home Purchase data for FDF members, Nutrient Profile Model Score 2019, 2023

²Kantar’s Worldpanel GB Take Home Purchase data for FDF members, 2023 vs 2015 total nutrient volume contribution (percentage difference)

“ **Food processing and innovation are integral to developing healthier recipes** ”



*In the GB grocery market since 2015
**To the UK population in 2023

A balanced diet is not all about cutting back on certain foods or nutrients. Most of the top dietary risk factors in the UK are linked to the elements of the diet that we do not get enough of including whole grains, fruit, legumes, nuts, seeds and fibre.

To address this, in 2021 we launched our ‘Action on Fibre’ initiative, working with 25 brands to help make higher fibre diets more appealing and easy for the population. In the last year alone, this has resulted in 134

³Findings from the Q1 FDF State of Industry Survey, estimate that 50-60% of the industry’s R&D spend, or £160m – £190m, was dedicated to healthier product innovation in 2023

new products and 17 reformulated products being brought to the market that are a source of or high in fibre, delivering 190 million additional servings of fibre to the population⁴.

This report provides a snapshot of some of the great work undertaken by our members. At the FDF, we continue to support companies in this endeavour with reformulation guidance as well as toolkits and webinars to help companies navigate HFSS Regulations.

⁴FDF Action on Fibre members self-reported data 2022 to 2023

The technical challenges involved in reformulation



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



What is a healthy diet? And what does it look like to consumers? It's not a simple question and is becoming increasingly complex, as opinions and perspectives change and grow.

Improving health through diet is a multifaceted challenge. Food manufacturers are aware of the need to adhere to government regulations, but also the responsibility they have more broadly to follow the latest science, helping consumers achieve a balanced diet whilst meeting their expectations on a wide range of issues from taste to price.

The noisy debate around ultra-processed foods, for example, means companies need to be confident of the underpinning science so they know what is 'the right thing' to do, whilst also understanding what might drive consumer choice. RSSL's expertise can help, and of course companies rely on government scientific evaluations to ensure they are reacting to the evidence base.

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



Successful reformulation at scale requires time and investment. It's not enough to simply remove ingredients or replace them with alternatives without careful consideration. The impact of reformulation can influence every characteristic of a product, from processing and cost, through to taste and texture and shelf-life. The significance of these changes cannot be overstated or underestimated because the quality of the reformulated products is paramount to consumer acceptance.

It's fair to say that taste is still the main driver of consumer decision making and repeat purchase, so making the wrong decision on reformulation can be extremely detrimental to a brand. It is also important

to remember how cost will impact consumer behaviour and balance this against the changes to products. RSSL's knowledgeable and experienced Product and Ingredient Innovation team helps clients navigate this space to make the best decisions for their products when making the right choice is a delicate balancing act.

The challenge only grows as the dichotomy of what consumers say they want and what they buy is evident. That's why it is vital that we really understand consumer desires and how we can support them to make healthier choices, considering all aspects of product, consumer experience and cost.

Developing healthier recipes

A reformulation and new product development journey



Setting up your project team
Multi-discipline reformulation teams often involve development chefs, nutritionists, food technologists, sensory and analytical scientists, engineers, suppliers, marketers and wider teams such as packaging and operations



Marketing & Communication teams develop a launch strategy including:

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

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



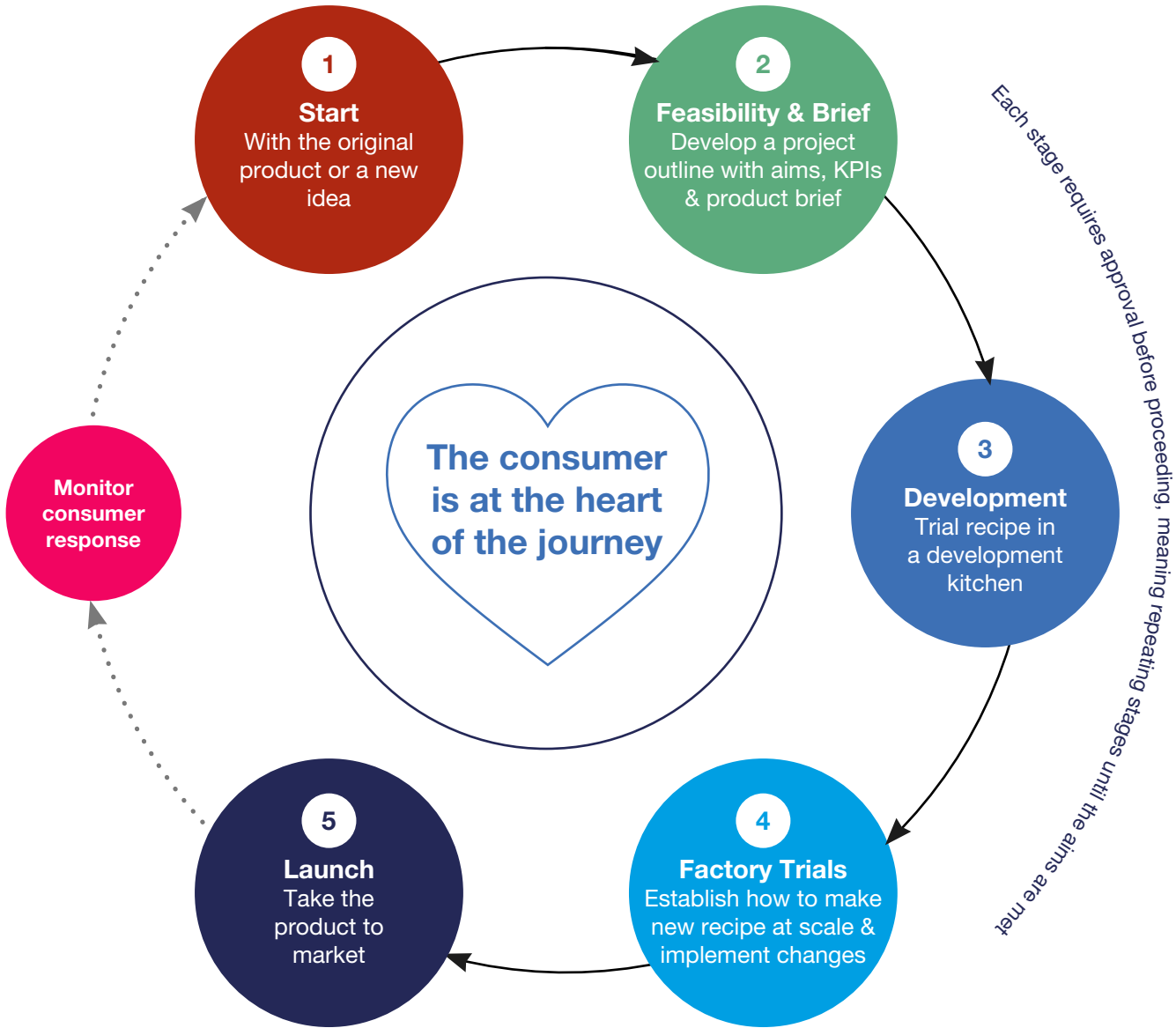
Even seemingly minor reformulation changes require shelf-life testing to ensure that food safety and quality aren't compromised



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 product development



CASE STUDIES

Healthier product innovation

The FDF and our members are committed to developing healthier products and have made substantial progress to date.

This is not straightforward but is one of the most important measures food manufacturers can take to improve the nations health.



Healthy next gen frozen meals contributing to 5-A-Day

Across 2023, Birds Eye R&D Veg development experts developed a range of next generation healthy, veg-rich frozen prepared meals - a unique proposition that provides positive nutrition in a tasty, convenient and modern format.

The final range delivers 1 or 2 of a consumer's 5-A-Day in each portion, as well as 6.4-9.6g fibre per portion, and is cooked by nutrient-retaining microwave steaming. The new range launched in March 2024, with listings confirmed across all the major UK supermarkets.



Health & Wellness range expands

KIND Snacks helps to get more nuts and fibre into peoples' diets. Nuts are a nutrient dense food, that people are not consuming enough of today. KIND's Caramel Chocolate Peanut bar, launched this year, joins a leading non-HFSS range. These bars are made with over 80% nuts or fruit & nuts, delivering a healthy portion of nuts in every bar.

trüfrü has also launched in the UK this year. 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.



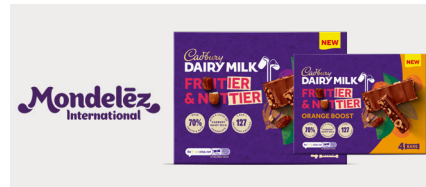
24% protein and 11% fibre snacks

Kallo's Thai Curry Veggie Cakes represent a technical evolution of puffed cereal based snacks, which are traditionally based on puffing rice or corn and contain around 3% fibre and 8% protein.

Kallo explored puffing non-cereal based commodities such as lentils and green peas to help address a fibre shortage in consumer diets. Kallo veggie cakes are typically 24% protein and 11% fibre, with the lentils contributing an umami type savoury flavour.

CASE STUDIES

Healthier product innovation



HFSS-compliant chocolate bars

In March 2024, Cadbury launched Cadbury Dairy Milk Fruitier & Nuttier Bars. Developed by food scientists and nutritionists at Mondelēz International's Global Centre of Excellence for Chocolate Research and Development, the new HFSS-compliant bars offer a portion-controlled snack of 127 calories (per 30g bar) and are made up of over 70% fruits and nuts.

The bars are jam packed with a blend of fruits, crispies, cocoa and crunchy nuts topped with a layer of the classic Cadbury Dairy Milk chocolate that consumers know and love.



New non-HFSS lines from Pringles

Over several years, the Pringles core range has made significant nutrition improvements with a 25% reduction in salt* and a 70% reduction in saturated fat** across the range. In 2024, Pringles launched HOT!, a hot twist on a classic snack, with the same iconic crunch and famous 'hyperbolic paraboloid' shape consumers know and love, with less salt. Four of the five HOT! lines are non-HFSS and the range contains on average 27% more fibre, 20% more protein and 52% less saturated fat and 47% less salt than the previous Pringles spicy range, Pringles Sizzl'n.

**Average salt reduction across Pringles Original, Sour Cream and Onion, SPR, HPR, BBQ, H&S since 2018*

***70% reduction in saturated fat since the 1990's*



30% less sugar cereal bars

In May 2023, Nature Valley launched an Oaty & Crispy range with 30% less sugar than the market average. An individual bar brings circa 40% whole grain oats*, 2g of fibre* and less than 4g of sugar*.

It took 15 months for the team to develop two non-HFSS recipes, including 100 product assessments, and two plant trials to get to our unique recipe. It was a specific challenge to keep the fundamental texture of a crispy oat bar, alongside decreasing the sugar content. With this new range, Nature Valley is adding a new choice offering for its consumers.

**Dependent on flavour*



Non-HFSS potato crisps with 45% less salt

The launch of Walkers 45% Less Salt is PepsiCo's first potato crisp to be classified as non-HFSS. Since launching in 2022, 45% Less Salt has become a popular brand with sales over £30million and a loyal customer following. It is estimated that over 16% of UK households now choose 45% Less Salt regularly. The success of the product is testament to our expert teams based in our Global R&D centre in Leicester, who work on new and innovative ways to change and develop healthier choices for consumers. Over the past year, this has also included Walkers MAX and PopWorks launches.



40% reduced sugar Kipling slices

Premier Foods' whole Deliciously Good Kipling slices achieved reductions of more than 40% for sugar, 70% for saturates, and an increase of more than 800% for fibre compared to the standard Kipling slices.

Each slice contributes only 99 kcal to consumers' diets. A significant amount of focused resource was invested over a period of five years, with new functional ingredients like fibres or starches and technologies key to retaining the characteristics of highly functional ingredients of sugar and fat to still deliver great tasting cake.



Zero sugar sports 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 2023, SBF GB&I launched Lucozade Sport Zero Sugar, its latest innovation in lower sugar and reduced calorie drinks, containing only 4kcal per serving and zero sugar.

Additionally, SBF GB&I's reformulation journey which started in 2013 means all its drinks, including Lucozade Energy, Lucozade Sport, Ribena, and Orangina are non-HFSS. In total, the company has reduced sugar by 57% on average across its core range.

CASE STUDIES

Healthier product innovation



Yogurt with 21% less sugar

Danone has been reformulating its portfolio and as of 2022 it achieved a 21% reduction in total sugars compared to 2015 levels, across its yogurt and plant-based alternative portfolio. This includes Activia, Light & Free and Alpro. Reducing sugar levels is a complex task that requires significant innovation and investment. Danone is continuing its research into new ways to reduce sugar and make products even healthier, while maintaining a great taste for consumers.



Lunchtime meals packed with grains, pulses and vegetables

Ben's Original Lunch Bowls offer a healthy variety of tasty grains, pulses and vegetable bowls that can be enjoyed hot or cold, ensuring lunch is never boring. The product is designed according to the Mars Food Nutrition Criteria and is non-HFSS. This low in saturated fat range includes options high in fibre and sources of plant protein, featuring eight different grains and between five and eight vegetables and legumes.



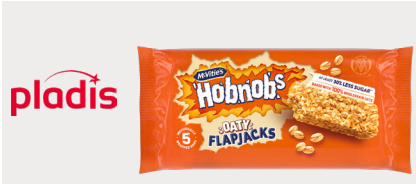
Non-HFSS refreshing energy drink

High sugar and artificial ingredients are barriers to consuming energy drinks. 'Better for you' recipes feature cleaner formulations, functional ingredients and are lower in sugar or sugar-free appeal to health-conscious consumers. The challenge is to keep these beverages tasty. The team at Tate & Lyle developed a refreshing apple-cucumber energy drink using OPTIMIZER STEVIA®3.10, a stevia extract to bring the right sweetness. In addition, stevia-based natural flavouring, ZOLESSSE® Natural Flavour was used to modify the flavour profile. As an added benefit, PROMITOR® Soluble Fibre was included to offer the product a great mouthfeel and a 'source of fibre' claim.



Non-HFSS gummy sweets with 30% less sugar

In 2023, Nestlé launched a new range of non-HFSS gummy confectionery sweets to cater to evolving consumer preference for reduced-sugar solutions, without compromising on taste. This innovation utilised soluble corn fibre which has allowed a reduction in the amount of sugar and increased the product's fibre content compared to traditional sugar confectionery. As a result, the new range contains 30% less sugar compared to other Rowntree's products and other similar sweets and is made with 5.5% real fruit juice.



30% reduced sugar flapjacks

McVities have reformulated Hobnobs Oaty flapjacks to contain at least 30% less sugar*. Sugar content has been reduced from 9.6g to 3.7g and fibre increased from 1.3g to 5.2g per bar. These individually wrapped flapjacks are high in fibre and baked with 100% wholegrain oats, making them the perfect portion-controlled choice for a mindful snacking moment. The range has also been extended to include a second flavour variant, coconut macaroon.

*At least 30% less sugar vs the typical flapjack



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 BeTreatwise messaging, promoting portion control, making it easier for consumers looking for lower calorie options within the chocolate category.





FDF Scotland – Reformulation for Health programme

Over the last five years, the Reformulation for Health programme has provided unprecedented support to the food and drink industry in Scotland, making it easier for people to improve their nutrition by making food healthier.

Funded by the Scottish Government, the Reformulation for Health programme works to improve the health of Scotland’s everyday foods consumed from breakfast to bedtime. The Reformulation for Health programme has strived to embed itself as a go-to for industry on reformulation support for Scotland:

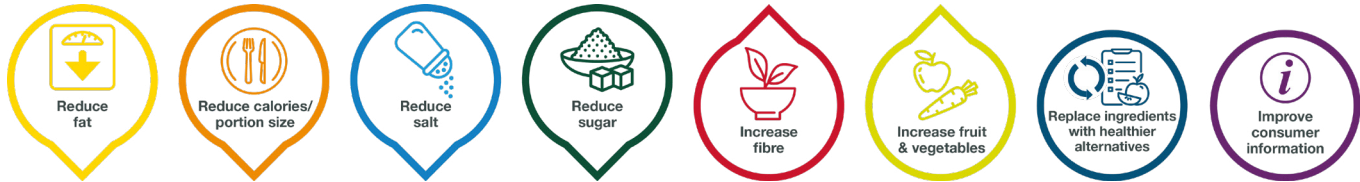
- Over 80 businesses supported with funding to make their products healthier by removing fat, salt, sugar and calories and enrich with fibre, fruit and vegetables
- Engaged hundreds of food business on making their products healthier through reformulation
- Supported hundreds of food businesses and stakeholders through upskilling training events

- Involved the whole system from ingredient suppliers to academia to promote collaboration for successful reformulation of Scottish products
- Making everyday favourites healthier from butteries and black pudding to empire biscuits and scotch pies

Funding Success

Over £289,000 has been allocated to support SME manufacturers in Scotland through six separate funds, including the £159,000 Reformul8 Challenge Fund supporting 60 food manufacturers, the £80,000 Healthier Product Innovation Fund for eight projects with academic partners, and the £50,000 Healthier Bakery Fund for reformulation in the food service supply chain. The Healthier Food Service Fund is launching in August 2024.

Principles of reformulation



Delivering Change



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 72 partners, who are committed to supporting reformulation.

The Reformulation Toolkit - Our freely available online toolkit provides a wealth of resources to help upskill the industry and facilitate reformulation. Resources include our Reformulation for Health Guide, as well as nine podcasts and six webinars focusing on specific nutritional challenges such as sodium reduction and fibre enrichment.

Public Health Impact

Key successes include removing over 880 million calories and 9 tonnes of salt from pies and pastry products, doubling the fibre content of bread products for schools and a 30% fat reduction in Scotland’s most-loved black pudding.

Scan me for information on reformulation in Scotland



CASE STUDIES

Reformulation for Health Scotland



Fat and sodium reduction in best-selling black pudding

Scotland’s best-selling black pudding producer Simon Howie explored whether they could reduce the fat content in the product, reduce calories and make it a healthier choice for customers. This was due to support and funding of £3,000, which covered raw materials used in the development phase, production time and the nutritional and microbiological testing of the finished product. The project saw results of almost 30% reduction in fat as well as sodium reduction.



36% fat reduction achieved in cheesecake

Supplying the food service market across the UK, Aulds Delicious Desserts craft many dessert items served in major outlets. They report the desserts market as running approx 10% lower in 2023 compared to pre-COVID years; potentially due to mandatory calorie labelling, and regulations regarding products which are high fat, sugar & salt (HFSS). With funding from the Healthier Bakery Fund, they have reformulated a core cheesecake recipe. The finished product utilises a different cheese, reducing the fat by 36% while maintaining the luxurious mouthfeel and flavour.



All 5 of your 5-A-Day in one meal? DONE.

The founders of DONE - who recognise the difficulties of planning, shopping for, and cooking healthy, nutritional meals - have developed an innovative new range of dishes. Each individual serving contains five portions of your recommended 5-A-Day, plus protein and carbohydrates. DONE received support from the Healthier Product Innovation Fund (HPIF)* which paid for product development support from Queen Margaret University. This helped them prove the concept and navigate relevant legislation. They’re now ready to launch, and help time-poor consumers meet their dietary needs.

*HPIF was funded by Scotland Food & Drink, facilitated by FDF Scotland’s Reformulation for Health programme and Interface



Action on Fibre growing from strength to strength



Fiyin Makinwa
Senior Diet & Health Executive, FDF

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, in the UK, we still don't eat enough. Only 9% of adults meet the recommended daily intake of 30g per day¹.

Consumer research tells us that people are unaware of the dietary recommendation for fibre, the wide-ranging health benefits and how to include more fibre in their diets. They also believe that fibre is bland and boring. When you consider this, it's no wonder we don't eat enough.

The FDF believe that more can be done to empower people to make healthier choices and that governments should use positive, practical messaging to support this. While of course reducing

¹National Diet & Nutrition Survey: results from years 9 to 11 (2016 to 2017 and 2018 to 2019)



“Companies are also undertaking a wide range of activities to raise awareness of the benefits of higher fibre diets in partnership with key stakeholders”



sugar, calories and salt continues to be important, there has been a critical gap in helping people increase food groups and nutrients which make a positive contribution to health.

As such, in 2021 we launched our Action on Fibre initiative where companies commit to help bridge the gap between fibre intakes and the dietary recommendation. Since then, 25 brands have signed up and they have made a demonstrable difference. In 2023, participating brands delivered an additional 190 million servings

of fibre to the population by adapting recipes and launching high fibre options².

The case studies in this report highlight the great work companies are doing to bridge the fibre gap through healthier product innovation. Companies are also undertaking a wide range of activities to raise awareness of the benefits of higher fibre diets in partnership with key stakeholders including academics, charities, ingredient suppliers and food service.

²FDF Action on Fibre members self-reported data 2022 to 2023

Our progress in 2023*



*FDF Action on Fibre members self-reported data 2022 to 2023
**Kantar's Worldpanel GB Take Home Purchase data for FDF Action on Fibre members and total food and drink market, Sales Weighted Average fibre in g per 100g for 2023

CASE STUDIES

Action on Fibre



Fibre boosting bread mixes

AB Mauri launched a new line of bread mixes for craft bakeries that carry either a ‘source of’ or ‘high in’ fibre claim. Smaller bakeries may not have the time or resource to overcome the challenges that enriching bread with fibre and other nutrients present.

The new ‘Pure ProGrains’ bread mixes combine fibre ingredients with the latest market leading technology solutions to produce innovative great tasting breads with excellent final product attributes.



Fibre packed potato rosti mixes

In 2023, Premier Foods developed and launched the Paxo Potato Rosti Mixes. Two flavour variants were developed – Red Onion & Herb and Mixed Vegetables – with both made to a vegan recipe and classifying as non-HFSS.

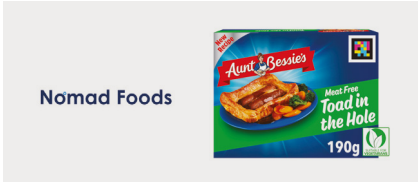
Both variants provide a claimable source of fibre to the diet based on a 100-calorie serving, with the Red Onion & Herb variant delivering 2.3g of fibre per 100g, and the Mixed Vegetables variant delivering 2.6g of fibre per 100g.



>50% fibre boost in kids cereal

In July 2023, Kellanova launched Kellogg’s Coco Pops Mega Pops into the UK as part of an extension of the Coco Pops range.

The fibre content for this product was increased from 3.8g/100g to 8.3g/100g alongside other adjustments, such as reducing sugar and lowering salt to ensure the product is non-HFSS. Mega Pops has so far delivered over 6.6 million servings of fibre (assuming 3g fibre/100g is a serving).



370% boost in fibre

Nomad Foods’ UK brand, Aunt Bessie’s, revamped its Meat Free Toad in the Hole in 2023 due to supplier challenges and used this as an opportunity to deliver a nutrition improvement, on top of the product already being non-HFSS.

The Green Cuisine Meat Free Sausage replaced the existing meat-free sausage in the product, boosting fibre content by 370% with each serving providing more than 20% of the UK’s daily fibre recommendation. Sales data shows that Aunt Bessie’s Meat Free Toad in the Hole alone has added more than 650,000 portions of fibre onto the nations plates across 2023.

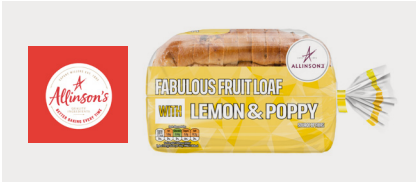


High in fibre cereal bar with 45% less sugar

graze utilised their expertise in developing non-HFSS products and used chicory root fibre to replace some of the sugar in the recipe as well as increasing the fibre content. They also introduced black treacle and dates into the recipe to give it the unmistakable flavour of a sticky toffee pudding.

The final recipe is high in fibre and has 45% less sugar than an average cereal bar*.

**graze has compared their Oat Boosts to over 80 cereal bars in the market, data accurate as of June 2023*



Source of fibre fruit loaves

Allinson’s bakers carefully crafted two new recipes, blending wheat flour, fruit and wheat fibre in line with our pledge for our new bakery launches to be either a ‘source of fibre’ or ‘high in fibre’.

The new products are Allinson’s Fantastic Fruit Loaf with Sultanas, Raisins, Cranberries & Vostizza Currants and Allinson’s Fabulous Fruit Loaf with Lemon & Poppy. As well as being a source of fibre, both loaves are non-HFSS without compromising taste or experience.

CASE STUDIES

Action on Fibre



No added sugar and high-fibre granola

In 2023, Jordans launched two 'No Added Sugar' granolas: Triple Nut and Apple & Berry. Both recipes are high in fibre: Triple Nut contains 17.3g fibre per 100g and Apple & Berry contains 17.8g fibre per 100g.

Chicory root fibre was primarily included as an ingredient due to its thick sticky consistency, providing similar functionality to sugar, helping to bind the oats to form the granola clusters. The additional benefit of using chicory root fibre is that it is high in fibre, helping to further raise the fibre content of the finished product.



High in fibre meat-free fillet pieces

Quorn Fillet Pieces were re-developed to reduce the number of ingredients whilst still providing a meat-like, chicken breast experience that's high in fibre and protein and low in saturated fat.

They were launched in December 2023, as a new tastier, meat-free chilled choice. Mycoprotein, the key ingredient in Quorn Fillet Pieces is inherently high in fibre, so retaining the high fibre content of the finished product was fundamental. With a simplified recipe and an improved flavour profile, we could deliver 7.1g fibre/100 kcal.



High fibre gluten-free flat bread

In 2023, Schar UK launched an entirely new and innovative gluten-free product – the Schar flat bread. This new product contains 8.2g fibre per 100g, alongside being low in saturated fat and sugar.

This product was launched in response to an identified gap in the gluten-free market with regards to multi-use/multi-occasion gluten-free bread alternatives. Fibre content was maximised via the addition of a combination of natural vegetables fibres (bamboo and psyllium).



Thin bagels provide 7% of the dietary fibre recommendation

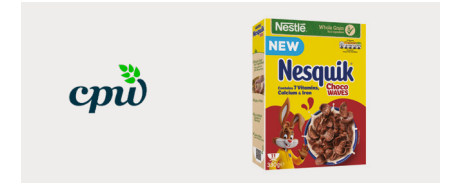
In 2023, Warburtons launched its 21 Seeds & Grains Thin Bagels – to offer consumers a new exciting product, which importantly is a source of fibre. The new product provides a great tasting sandwich alternative due to its unique blend of 21 seeds and grains which includes Oats, Barley, Einkorn, Emmer, Buckwheat, Spelt, Quinoa, Pumpkin, Chia, Golden Linseed and many more. These Thin Bagels each contain 7% of a consumer's RDA of Fibre. The 'source of fibre' claim has been included as a flash on front of pack to highlight the nutritional credentials to consumers.



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.



Wholegrain and high fibre cereal

Nesquik Choco Waves were launched in 2023 and was supported with on-pack messaging to clearly signal whole grain and fibre content to consumers.

Specifically, this included 'High in Fibre' side-of-pack messaging, as well as being supported by the launch strategy for all involved media; digital and shopper marketing activities (in-store and online media). This communicated taste while also highlighting the 'Whole Grain No.1 Ingredient' Green Banner.

Powering our nation into the next decade

Over the next ten years, the Food & Drink Federation will partner with the Government to tackle the challenges of today and embrace the opportunities of tomorrow.

Our manifesto sets out how we want to transform our food system to be:



Find out more
at fdf.org.uk





The Food & Drink Federation (FDF) is the voice of the food and drink manufacturing industry – the UK's largest manufacturing sector.

We contribute over £38 billion to the country's economy, supporting half a million jobs in every region and nation, and producing products that are loved in the UK and beyond.

Find out more about our latest news and the work we do at:

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

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