

# Fibre's moment: Turning trends into action

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Fibre February webinar

Thursday 26 February 2026

10:30-12:00

fdf



# Fibre's moment: Turning trends into action

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*Chair*

**Louise Allen**

Senior Diet & Health Executive  
Food and Drink Federation

# Fibre's moment: Turning trends into action

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**Fiyin Makinwa**

Senior Diet & Health Executive  
Food and Drink Federation

# Action on Fibre

Fiyin Makinwa

Senior Diet and Health Executive

The Food and Drink Federation



# Importance of fibre

A diet high in fibre has many health benefits

## Improvements in:

Bowel function  
Beneficial effect on gut bacteria  
Evidence suggests a role in weight management

## Reduction in risk of:

Cardiovascular disease  
Type 2 diabetes  
Certain types of cancer



# Current consumption in the UK

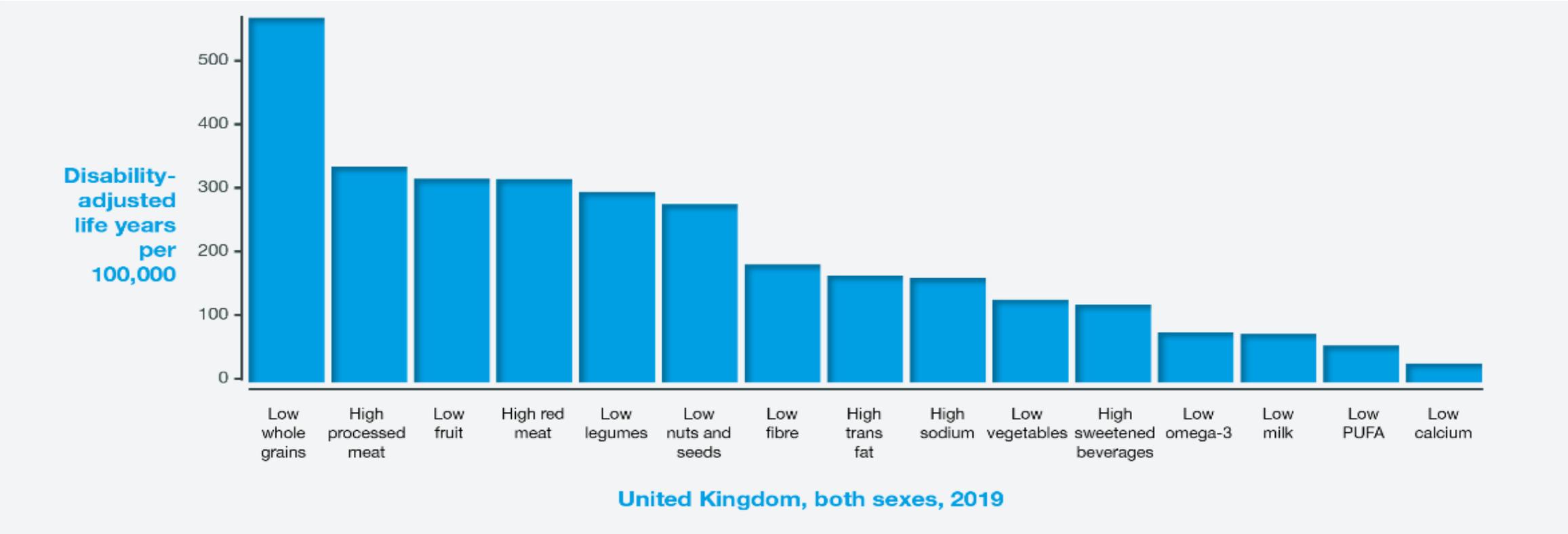
*Despite the wide range of health benefits, data from the National Diet and Nutrition Survey (NDNS) tell us that we don't eat enough in the UK*

- Only 4% of UK adults meet the dietary recommendation of 30g per day
- Average consumption is 16g per day
- No age group meets the recommendation
- Those in lower income households are more likely to consume less
- There has been little improvement in intake over the years

*In 2015, the UK government increased the dietary recommendation from 24g to 30g. However, with no supporting public health campaign to support consumers it is unsurprising we don't meet the recommendation.*

# Development of industry initiative

## Key Risk Factors for Diet Related Disease



Based on the Institute for Health Metrics and Evaluation (IHME). **GBD Compare Data Visualization**. Seattle, WA: IHME, University of Washington, 2020. Available from <http://vizhub.healthdata.org/gbd-compare>. (Accessed [23 August 2021])

*The FDF launched Action on Fibre in 2021 as an industry led initiative to address the challenge on increasing fibre consumption.*

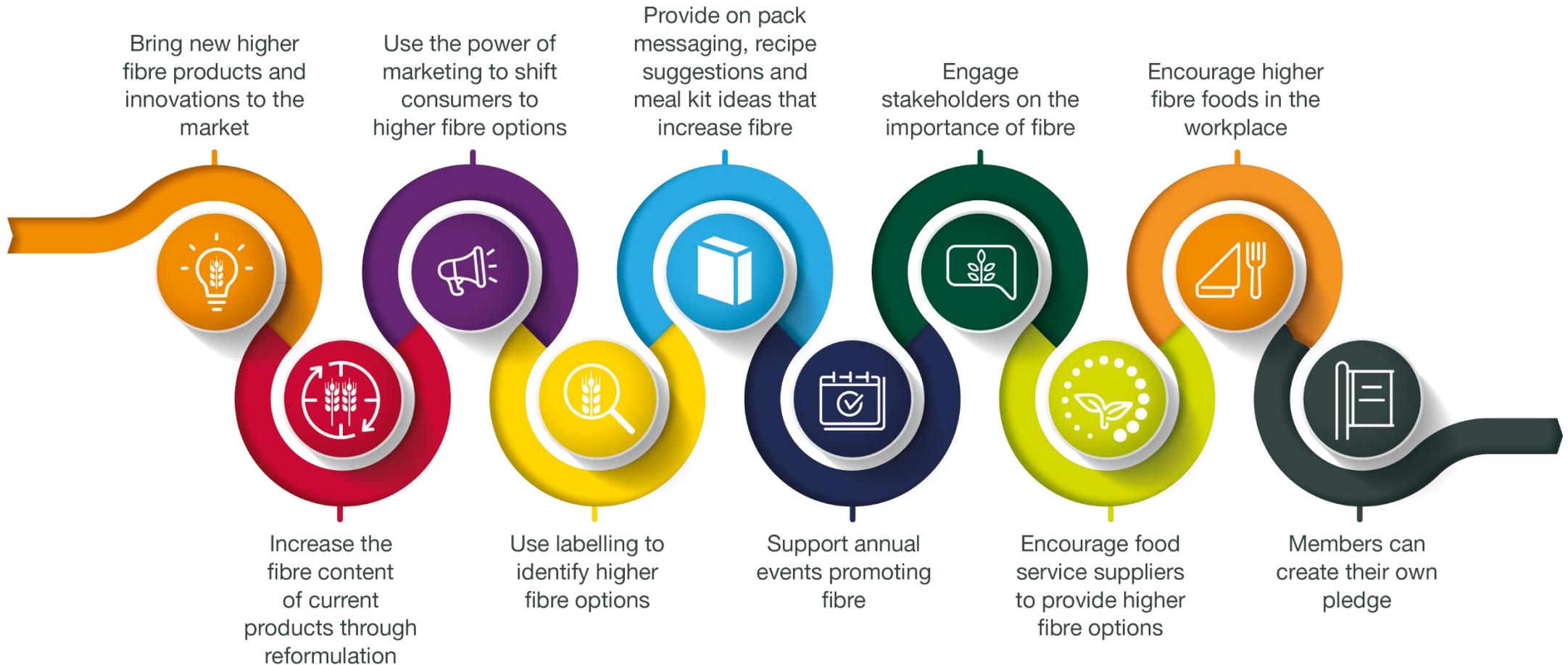
# Action on Fibre Commitment

Member companies signed up to this commitment are working to help ‘**bridge the gap**’ between fibre intakes and the dietary recommendation. This will be achieved by **making higher fibre diets more appealing, normal and easy for the population**. This is in the context of a healthy, balanced diet and in line with the Eatwell Guide and dietary recommendations.



# Action on Fibre Framework

*Members signed up to the initiative make pledges within this framework*



# Action on Fibre signatories

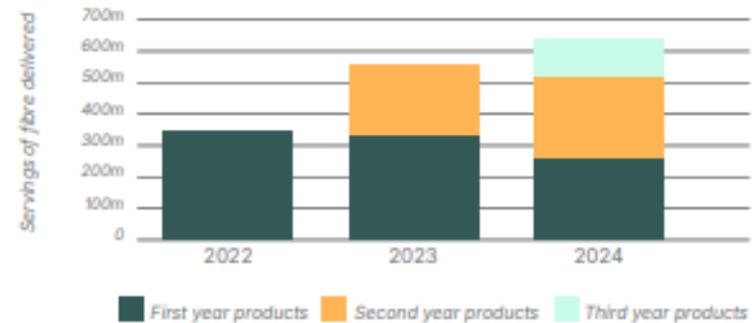


# Action on Fibre results

Our progress in 2024<sup>3</sup>



Cumulative impact since 2021<sup>4</sup>



# Member case studies

**Kellanova** contributed over **13 million portions of fibre in 2024** with the launch of Special K High Fibre Crunchy Golden Clusters. Building on a previous well-loved recipe from its All-Bran range, the new product has 13g of fibre per 100g and reduced sugar, salt and saturated fat compared to the previous recipe.



Gluten-free bakery brand, **Schar**, reduced sugar content by 70% and boosted fibre by 12% with the relaunch of its popular Panini roll. It upped the fibre content by changing the recipe to add more higher fibre whole rice and maize flour.

# Member case studies

For their brands **Maggi** and **Nestlé Professional Garden Gourmet**, **Nestlé** provided online recipes featuring at least two portions of vegetables, pulses or higher fibre ingredients. They published social media posts highlighting these recipes that **reached over 54,000 people**.



Ryvita are working to **empower consumers through communication**. They embraced new platforms like TikTok to connect with younger consumers. Content highlights creative ways to enjoy the product, while **integrating its high-fibre benefits**. By combining high-quality ingredients, a focus on taste, and inspirational communication, Ryvita is helping younger consumers discover that fibre can be both delicious and accessible

# Action on Fibre retail partner - Lidl



*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.*

- To increase total fibre sold, in tonnage, by 20% by 2026.
- To increase the proportion of wholegrain to 25% of total grains sold by 2030.

# Action on Fibre retail partner - Aldi

*At Aldi, we are committed to providing healthier food choices for our customers. We recognise the crucial role dietary fibre plays in supporting overall health, which is why we are proud to collaborate with the Food and Drink Federation to help close the UK dietary fibre gap.*

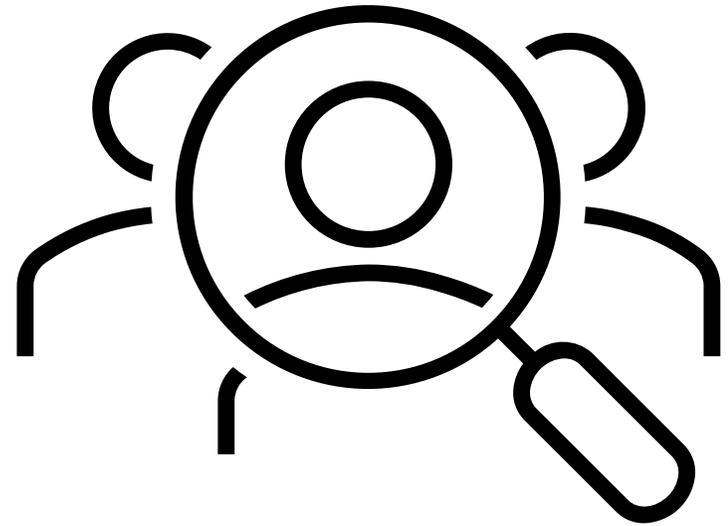
- To increase the number of high-fibre call-outs on relevant products
- To increase the fibre content of their portfolio through reformulation of relevant products
- To provide high-fibre recipe suggestions to support customers incorporate Aldi's high-fibre products into their diets



# Consumer research

*The FDF commissioned consumer research on knowledge and attitudes to fibre in the UK and found:*

- Only 7% of respondents knew the dietary recommendation
- On average, participants thought we only needed 12.4g fibre per day – less than half of the government recommendation
- Whilst nearly two thirds of people (65.3%) said they are aware that fibre improves digestive health and nearly half (49.5%) are aware it can reduce the risk of bowel disease, less people (35%) are aware that a high fibre diet can reduce the risk of type 2 diabetes and cardiovascular disease



# More needs to be done...

We are proud of the action and progress by brands to help bridge the fibre gap, but many people still aren't aware of how important a high fibre diet is.

That's why we're calling for government, retailers and health charities to work together with companies to make it easier for people to choose a high fibre diet.

FDF is calling for government to support the industry's efforts to increase awareness of the importance of fibre for our health and the foods that provide fibre to our diets.

This includes through positive and practical public health messaging, amplified by industry, championing the healthy choices people can make to support their wellbeing.



For more information please contact:

[Fiyin.Makinwa@fdf.org.uk](mailto:Fiyin.Makinwa@fdf.org.uk)



# Fibre's moment: Turning trends into action

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**Susie Liu**

Worldpanel by Numerator  
GB Nutrition Team

# Fibre: The Consumer Story

A presentation for the Food & Drink  
Federation's **Fibre February 2026**

Susan Liu

Public Sector & Nutrition Consumer Insight Director

Worldpanel By Numerator

26th February 2026





## The solutions behind today's insights

### Big 8 Nutrient purchasing:

We collect GB nutrient information and map to purchasing data for the whole of take home food and drink

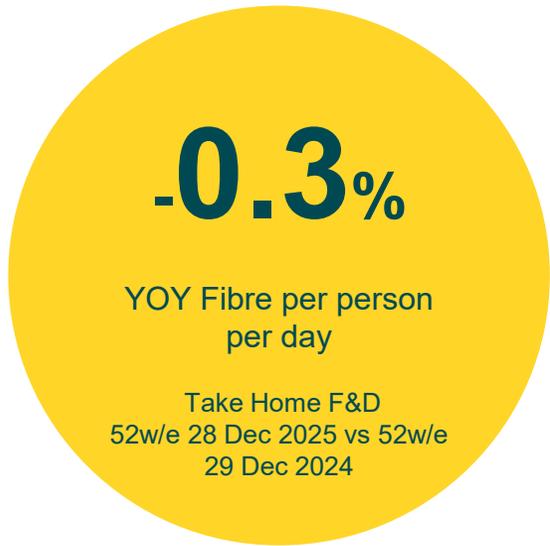
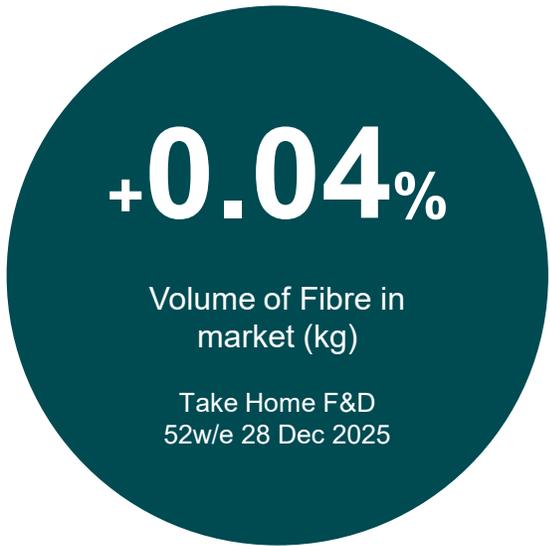
Big 8

### Nutrient Concerns Questionnaire:

Comprehensive study on consumer health concerns, desired f&d characteristics and health benefits. Linked to purchases of respondents

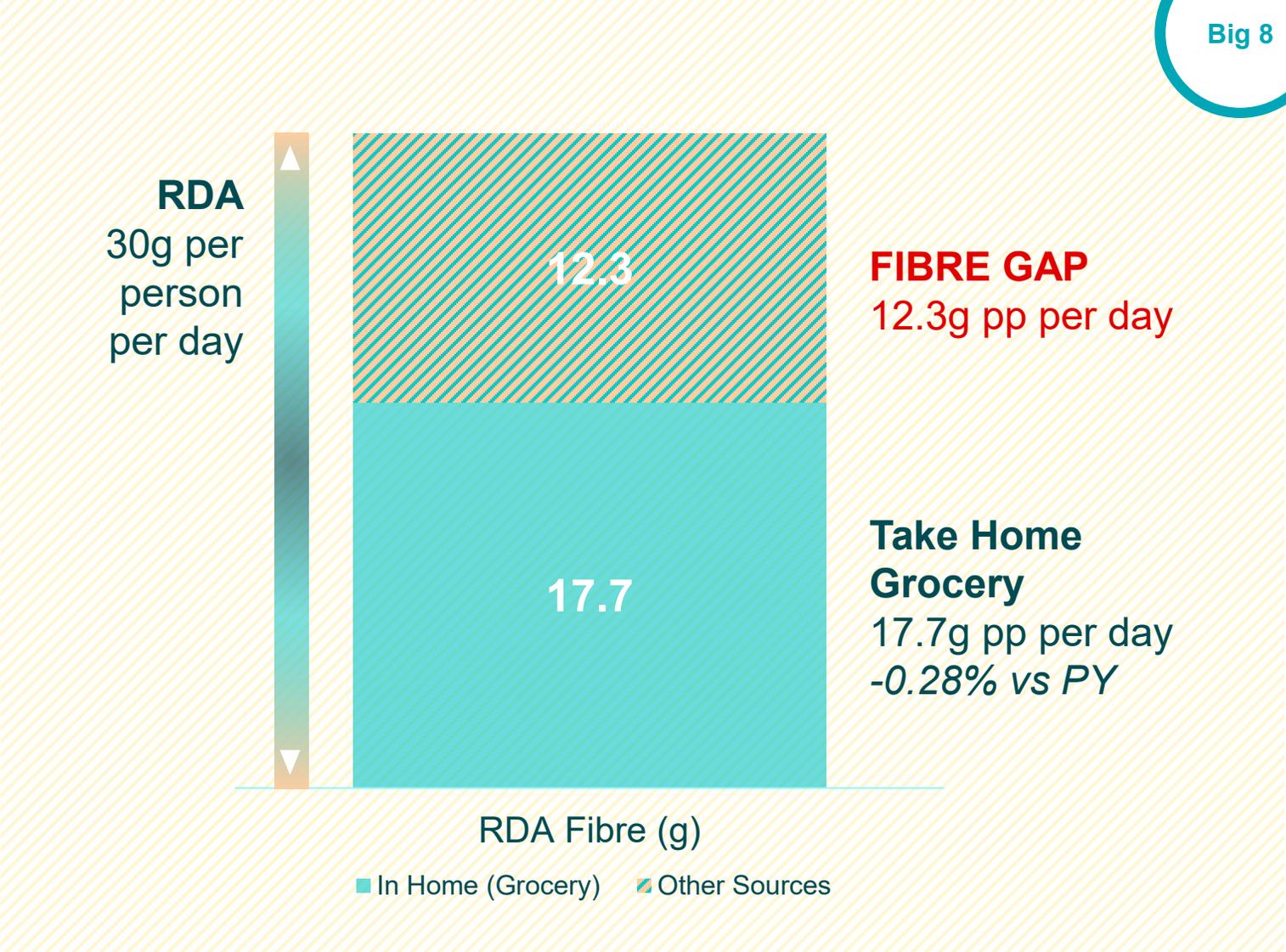
NCQ

# Dietary fibre progress today is a mixed picture



*although significantly behind volume*

There is room for more to be done to address the **fibre gap** whereby **c.41% of the RDA is unaccounted for** GB Fibre intake per person from take home sources



# Essential need-to-knows to accelerate fibre progress

1

**Consumer  
Engagement**

2

**Market  
Performance**

3

**Driving  
Conversion**

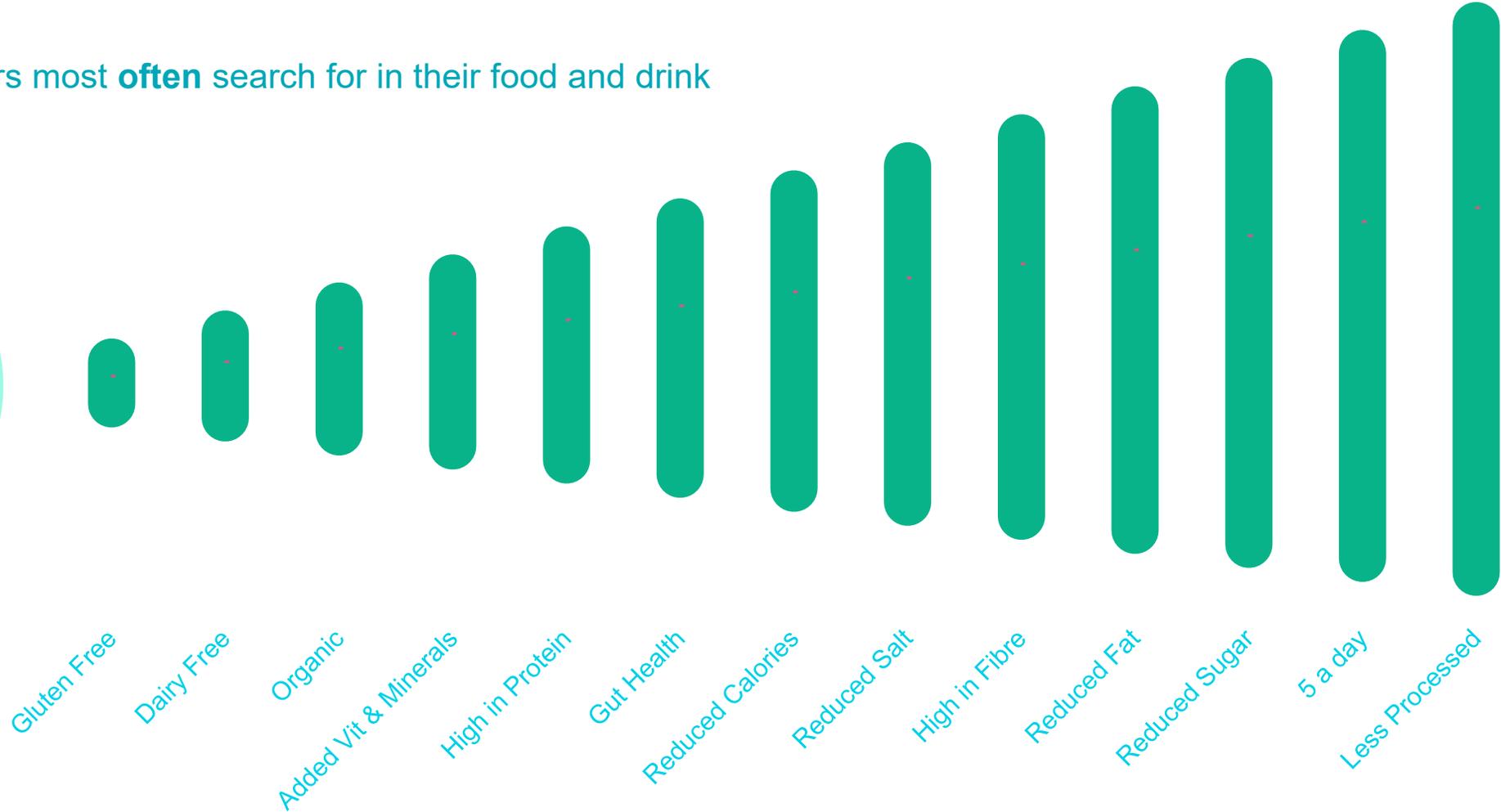
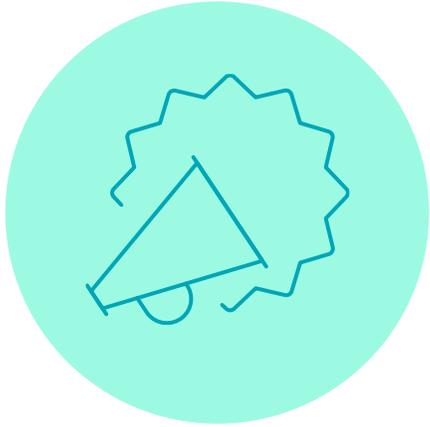
# 1 Consumer Engagement



# High in Fibre *is* a priority to consumers today



Characteristic shoppers most **often** search for in their food and drink





A significant number of us actively search for High in Fibre

26%

of GB shoppers identify as **Fibre Seekers**

# And these Fibre Seekers don't just say they want more fibre, they *buy* more fibre

## Fibre Seekers

those 'often' searching for high in fibre



**+3ppts**

Growth vs 2021



**1x106**

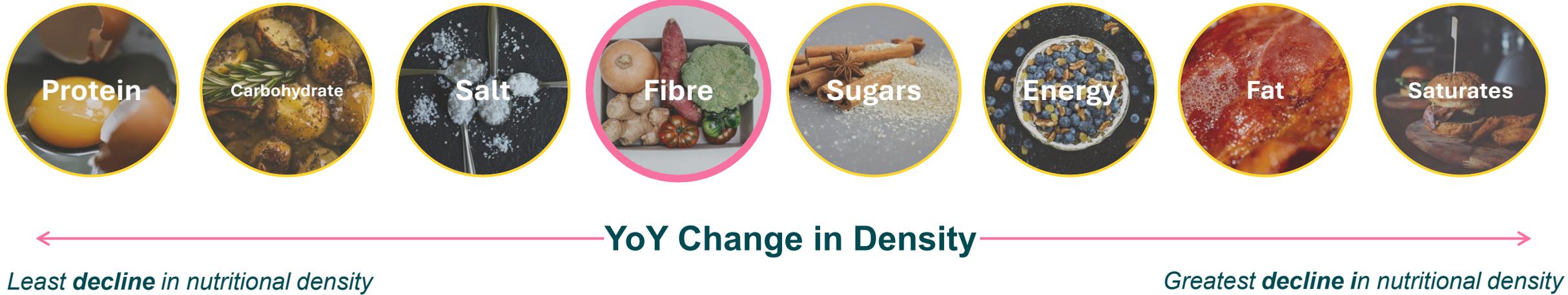
2025

2

# Market Performance



# Fibre density of baskets has declined, more significantly than protein



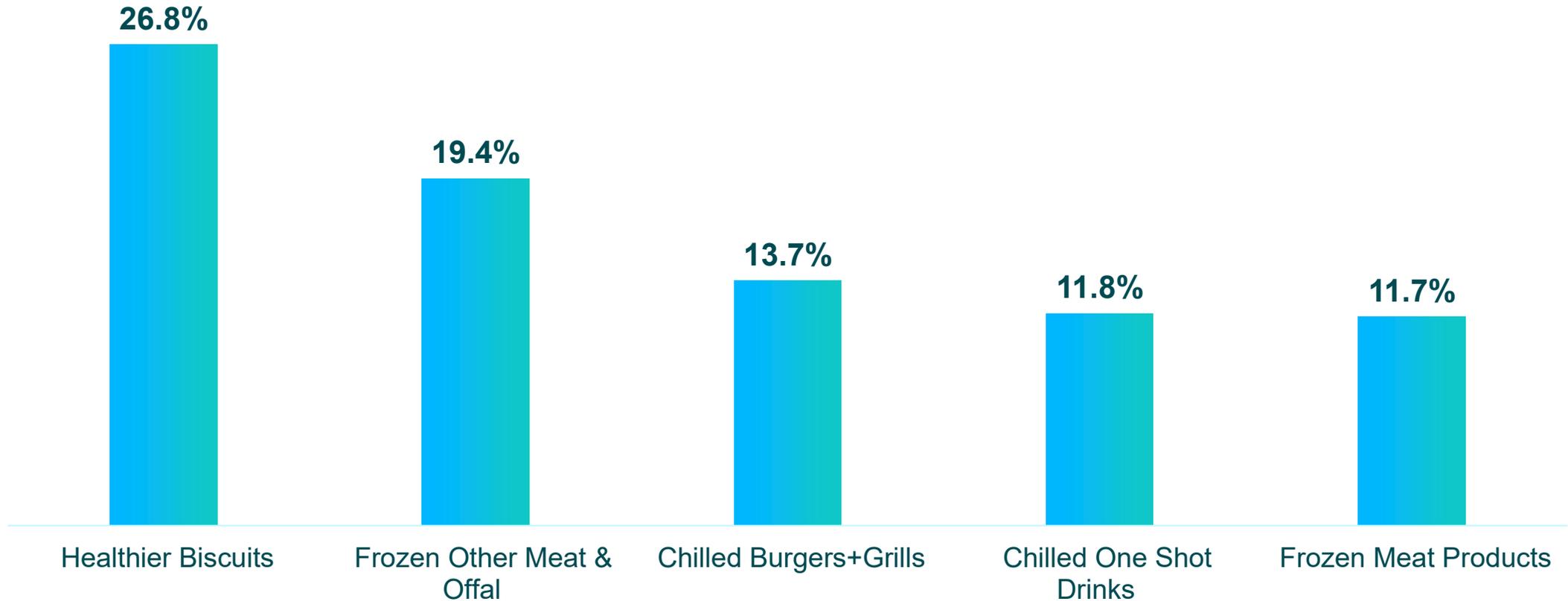
# Fruit, Veg & Salads maintains the largest contribution to fibre... but

Top 10 Take Home Markets by share of Fibre volume



# And it's precisely some of these *other* markets that are successfully pushing forwards progress in fibre

## Top 25 Fibre Contributors: The 5 Biggest Movers in Fibre Density

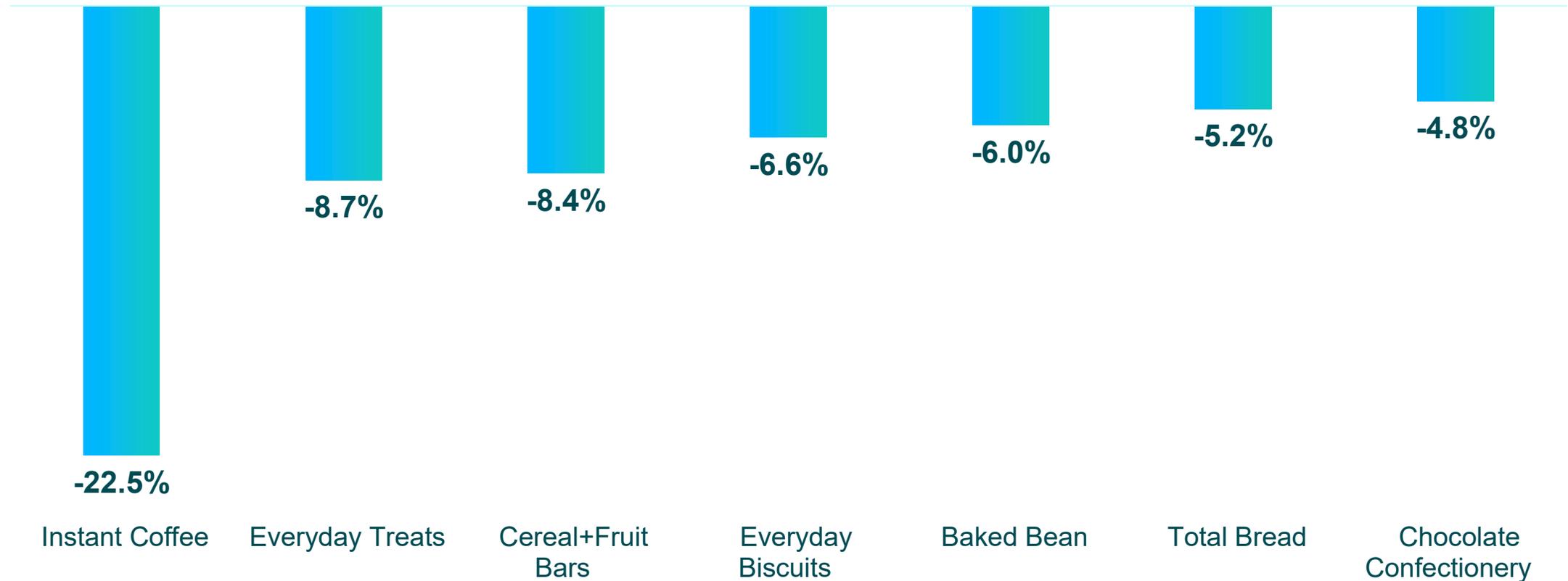


# Just some of the products contributing to fibre growth in healthier biscuits



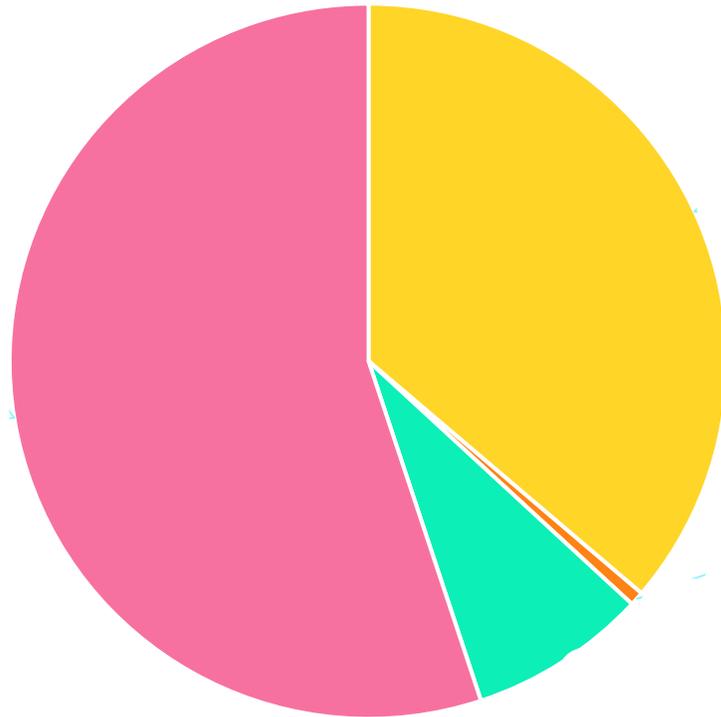
# But it's also these *other* markets that are can stall our progress in fibre

## Fibre volume decline - top contributors



# The role of ultra-processed foods in the dietary fibre conversation is significant

Fibre contribution by NOVA Group



3

# Driving Conversion



# So how can we drive conversion? Identify fibre seekers, and meet them where they play



● Fibre Seekers Spend IX

# Summary



# The path forwards: *Growing fibre in Take Home*

Big 8

NCQ

## 1 Consumer Engagement



There is absolutely consumer momentum behind fibre, and that interest has steadily grown.

Fibre is now a top 5 priority, and 1 in 4 of consumers are actively seeking it out every time they are at the shelf. That's a lot of contact points!

GB Nutrition

## 2 Market Performance



Our current strategy isn't lifting overall fibre density - gains in some areas are being offset by others.

This two-speed picture shows clear wins where reformulation is happening, but highlights we need to rethink how we convert intent into meaningful fibre gains.

## 3 Driving Conversion



There is a role for manufacturers and retailers alike.

Blanketly adding fibre to our products is not resulting in the conversion we want – identify and profile fibre seekers, and meet them where they shop to focus strategy and resource

# Thank You

Susan Liu

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# Fibre's moment: Turning trends into action

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## Dr Clare Leonard

Global VP Nutrition & Health Science  
Tate & Lyle

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A photograph of a woman with curly hair eating a sandwich, with a man looking on. The image is split diagonally, with the top-left portion being white and the bottom-right portion showing the scene.

# How manufacturers can put fibre trends into practice

Dr Clare Leonard

VP Global Nutrition & Health Science

February 2026

Nutrition Centre BY TATE & LYLE

# Agenda

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## What We'll Cover Today

- Consumer Landscape
- Clarity of Message, Learning from Protein
- Role of fortification to reach dietary goals
- Formulation Challenges & Opportunities
- Case studies



# The consumer conversation around fibre is gaining traction

With benefits better understood, but also a level of confusion

*Fibre-maxxing...fibre-mixing... the rise of Fibre...Fibre is the new Protein...High fibre foods to add to your shopping list...Effortless ways to boost your fibre...this is not fibre/this is fibre...*

BMJ gut.bmj.com | 3

**Eat Real Food**  
2

5 fertility-boosting foods experts say every couple should eat when trying for a baby  
published on 29/01/26 at 08:35  
www.netmums.com

New US dietary guidelines flip the food pyramid upside down  
published on 13/01/26 at 17:17  
www.diabetes.com

Not Getting Enough Fibre? Eat These Foods Daily  
published on 09/01/26 at 15:00  
www.youtube.com

#8 Food, Fibre & Inflammation: How Diet Shapes Arthritis with Dr Michael Greger  
published on 13/01/26 at 17:53  
www.youtube.com

Ocado launches new portion controlled 100g steak as GLP-1 use rises  
published on 13/01/26 at 11:57  
www.a1retailma.com

Is fibre the new protein? The surprising health benefits of the latest wellness trend

#fibremaxxing garnered 150m+ views on TikTok

4 Natural GLP-1 Boosters No Ozempic Needed #shorts #ozempic/freets

The Wellness Pharmacist Live shared a short published on 18/01/26 at 19:47

Looking to boost GLP-1 naturally without injections or medications? This short video breaks down 4 powerful food groups that stimulate your body's own GLP-1 hormone, helping with appetite control, weight loss, blood sugar balance, and insulin sensitivity. GLP-1 is the same hormone targeted by popular weight-loss injections but your gut can release it naturally when you eat the right foods. In this video, you'll learn:

- High-Fibre Foods: Foods like oats, lentils, beans, and vegetables feed your gut bacteria and produce short-chain fatty acids that directly trigger GLP-1 release, keeping you fuller for longer and reducing cravings.
- Healthy Fats - Olive oil, avocado, nuts, and fatty fish slow digestion and activate gut receptors that increase GLP-1 secretion, improving satiety and blood sugar control.
- Protein-Rich Foods - Eggs, Greek yogurt, fish, and lentils are some of the strongest natural stimulators of GLP-1, helping reduce hunger hormones and stabilise glucose levels.
- Fermented Foods - Yogurt, kefir, kimchi, and sauerkraut improve gut health, making GLP-1-producing cells more responsive and efficient. If you're struggling with weight gain, insulin resistance, prediabetes, constant hunger, or energy crashes, these foods can make a real difference when eaten consistently.

Simple food choices → stronger GLP-1 → better appetite control. Follow @TheWellnessPharmacist for science-based nutrition, metabolism, and lifestyle tips explained simply. #GLP1 #WeightLossNaturally #InsulinResistance

1. HEALTHIEST FOODS 1.6K

you need to be starting your meals with this 1.4K

260

Mounjaro Maintenance Journey WEEK 18 PART 1 258

OS GRENADIER X RURAL 58

53

DO THIS DAILY 47

31

The Fibre Formula book 18

I asked 7 doctors what the best 8

Fibremaxxing: A dietiti 1:28

Britain has a fibre gap - and we're calling it out. Grace Riccott... 1:09

WHAT IS THIS NEW TREND? 1:21

Quick ways to boost your fibre intake 1:24

Fibremaxxing is trending - but what is it, and should you try it ... Facebook · British Dietetic As...

Britain has a fibre gap - and we're calling it out. Grace Riccott... Instagram · M&S News

Everyone's calling it a "NEW" trend, but fibre has been quiet... Instagram · Ryan Fernando

Most of us don't eat enough high-fibre food, even though it'... Facebook · Which?

44

The Diary Of A CEO shared a video  
...veggies first Jessie Inchauspé explains why the order of your food matters. When you start your meal with vegetables, the fibre coats your intestinal walls and acts like a shield. That means the glucose from carbs and sugar gets absorbed slower...

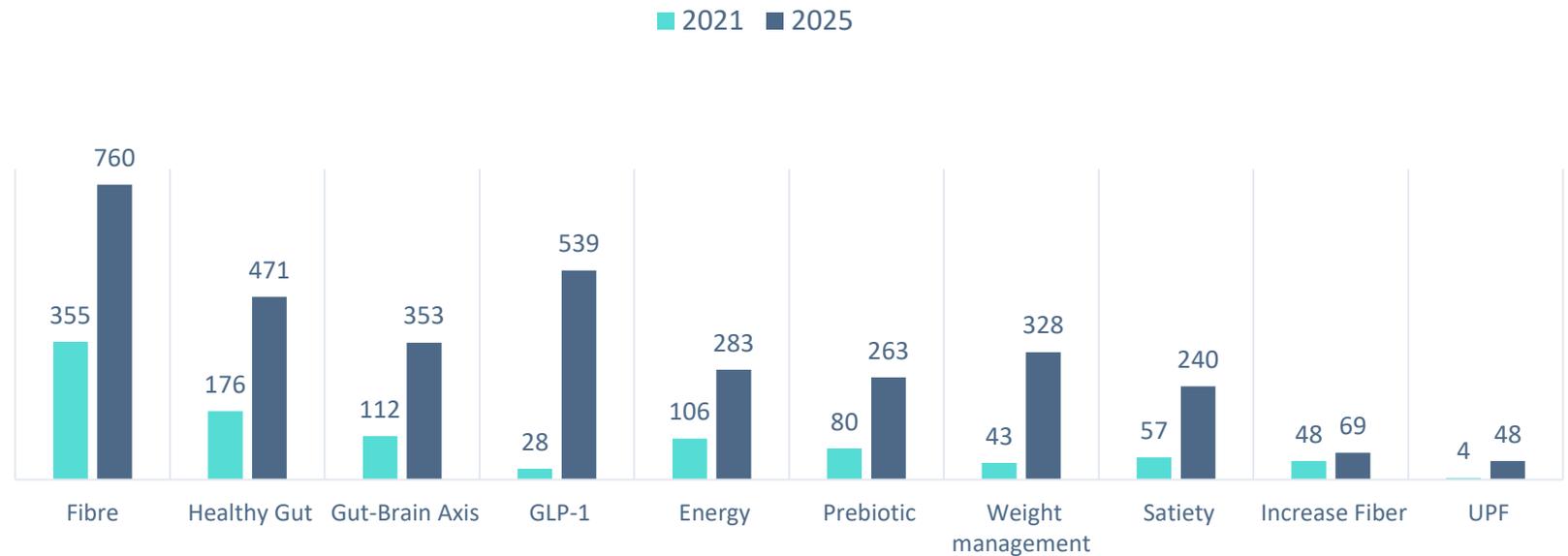
published on 27/01/26 at 15:15 | United Kingdom | youtube.com | YouTube

# Cultural Shift

Fibre is the conversation that's happening right now.

Can consumers find what they need to pick up the increased fibre habit?

Fibre Media Mentions  
(Quid Social Listening Data 2021-2025)

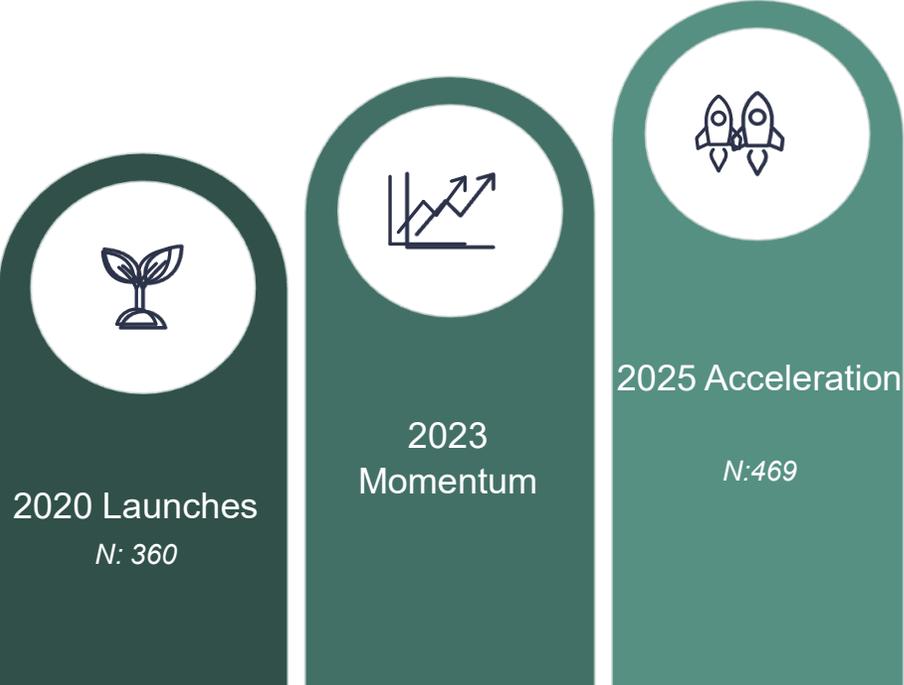


# The market is responding with more Fibre innovations

Brands are increasing fibre-based launches across key On-The-Go and convenience-oriented categories

## 1 Fibre-based launches increasing year after year

MORE FIBRE CLAIMS EACH YEAR   NPDP HEAT   HIGH FIBRE = HIGH OPPORTUNITY



## 2 Key Categories driving Fibre Innovation

- Snack Bars
- Snack Mixes & Crisps
- Breakfast Cereal
- Yoghurts & Dairy Drinks
- Meal Replacement RTDs
- Prepared Meals

**Emerging spaces with rising fibre claim activity:**  
EMERGING FORMATS: SOUPS   MEAT SUBSTITUTES (VEG RTE)   BISCUITS   SAUCES

# Fibre is in the Spotlight...

Consumers are actively seeking fibre for health and wellbeing in everyday foods they already love. Making fibre accessible and easy to incorporate is critical to serve this growing consumer need

## UK consumers are looking to fibre for...

### CONSUMER INSIGHT

"I need snacks that actually keep me full."

"I'm cutting sugar, so fibre is a big help."

"Digestive health is a priority for me now."

"Fibre feels like a simple way to stay healthy."

"I look for high fibre claims on packs."

## There are key barriers to fibre consumption...



**Knowledge** | *Many consumers think they're getting enough fibre. Research says 96% are not. Only 7% of UK consumers know they are supposed to get 30g of fibre per day<sup>1</sup>.*



**Taste** | *Higher fibre foods often connected to brown, chewy products of a prior generation of high fibre offerings*



**Habit Change** | *Hard to change established dietary patterns*



**Manufacturer Caution** | *Many fortified foods still offer low levels of added fibre (3g, 6g etc.)*



**Disconnect** | *Many consumers jump straight to supplements for gut health and protein for satiety. Fibre hasn't been top of mind in the past*

# Fibre-focused future: What are the challenges



## Less Tangible Benefits

Fibre supports digestive health and satiety, but its effects are long-term and less immediately “felt”, making benefits harder to communicate.



## Perception Issues

Fibre is often linked to bland foods or digestive discomfort, which can make fibre-rich products seem less appealing.



## Knowledge Gap

Consumers have limited awareness of the different fibre types and their benefits, making it harder for brands to convey the value of fibre.

# Nutrition content and health claims in the EU/UK

*When you can't say much, clarity is key*

## NUTRITION CLAIMS

- **Source of fibre** : at least 3 g of fibre per 100 g or at least 1,5 g of fibre per 100 kcal.
- **High in fibre**: at least 6 g of fibre per 100 g or at least 3 g of fibre per 100 kcal.

## HEALTH BENEFIT CLAIMS

- Consumption of foods/drinks containing polydextrose or soluble fibres instead of fermentable carbohydrates contributes to the **maintenance of tooth mineralisation**<sup>1</sup>
- Consumption of foods/drinks containing polydextrose or soluble fibres instead of sugars **induces a lower blood glucose rise** after their consumption compared to sugar-containing foods/ drinks.<sup>2</sup>

### Claim Conditions of Use

<sup>1</sup> fermentable carbohydrates should be replaced in foods or drinks by non-digestible carbohydrates in such amounts that consumption of such foods or drinks does not lower plaque pH below 5,7 during and up to 30 minutes after consumption.

<sup>2</sup> sugars should be replaced in foods or drinks by non-digestible carbohydrate so that foods or drinks contain reduced amounts of sugars by at least 30% compared to a similar product. The claim "reduced sugars" may only be made if the amount of energy of the product bearing the claim is equal to or less than the amount of energy in a similar product.



# Consumers need clarity, not noise

There is an opportunity for a credible voice that simplifies fibre education and accessibility

## Learn from protein

Protein became **mainstream** when you stopped having to add powder to your diet.

Incorporating fibre without habit change matters.

An empire built on

# grams

per serving

Prioritising snacks and **health forward** categories, for credible, and felt, consumer health benefits

7g

Per serving, that's half the amount most consumers need to add to their diets everyday

10g

That's 1/3rd of your recommended daily intake

14g

That's the amount of fibre most consumers need to add to their diets to get enough each day

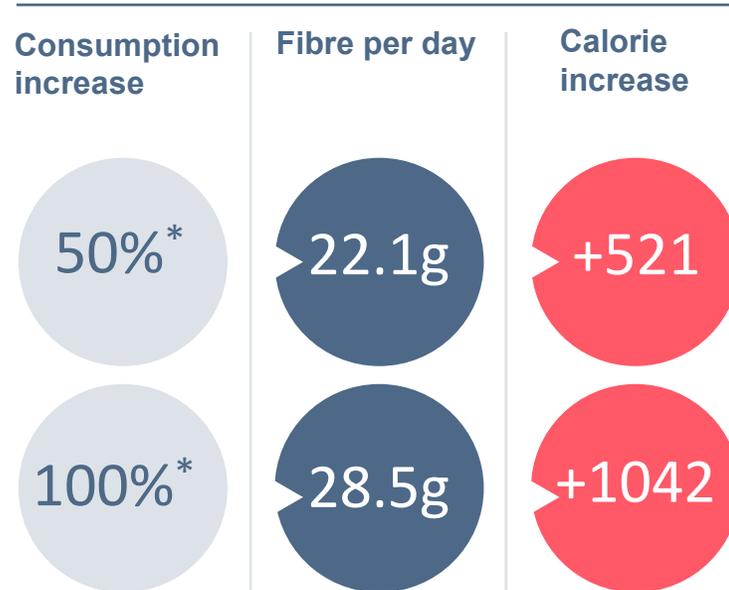
15g

50% of your recommended daily intake

# Meeting fibre requirements doesn't have to mean adding calories

## Strategy 1: Increased consumption

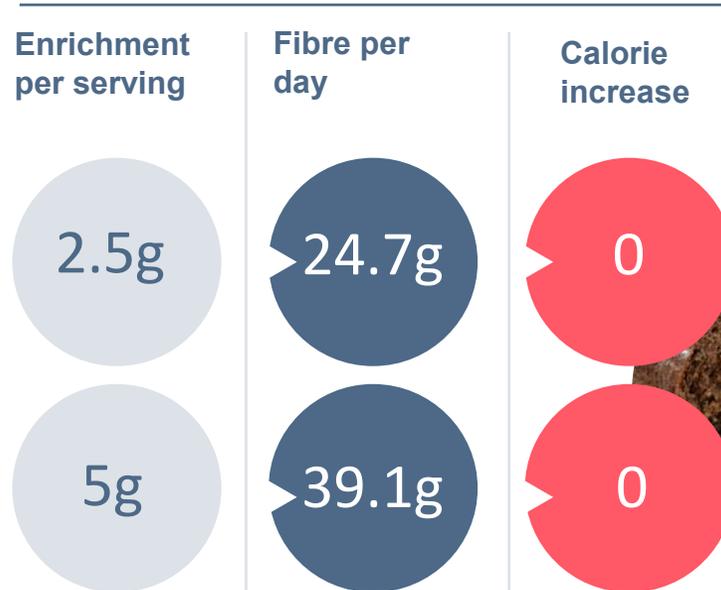
To increase daily consumption of ALL fibre containing foods in current dietary patterns



\*Baseline daily consumption 15.7g

## Strategy 2: Fortification

Enrich **foods and beverages** with fibre



Recommended daily consumption 25g



# Tate & Lyle proprietary nutrition and health modelling study

## Purpose of the study

How can fibre fortification impact the diet and health of consumers?



### WHY WE DID IT

While traditional sources of fibres like whole grains, fruits, and vegetables should be encouraged, fibres added to foods are also important contributors to dietary fibre intake and positive health outcomes. However, the impact of fibre fortification for improving public health has not been well researched or understood.



### HOW WE DID IT

Tate & Lyle looked at what consumers currently eat and drink using the UK's National Diet and Nutrition Survey. A statistical modelling scenario was applied to see how food that had been reformulated with additional fibre, would change consumers diet and health.

# Methods: fibre fortification scenario



## Fibre fortification assumptions:

- For a food or beverage containing 0 g fibre/100g there was no change
- For a food containing less than 3 g fibre/100 g the concentration of fibre was brought to 3 g/100 g or a beverage was brought to 1.5 g/100 kcals , corresponding to a ‘source of fibre’ claim
- For a food containing greater than or equal to 3 g fibre/100 g, 3 g of fibre was added, corresponding to a “high fibre” claim

Public Health Impact  
**UK modelling study**



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Fibre enrichment would enable **50%** more **UK adults** to consume the daily-recommended amount of fibre



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**6%** of the population would achieve a **weight reduction** thanks to fibre enrichment



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**72%** of the population would achieve a reduction in risk of **cardiovascular disease** and **type 2 diabetes** with fibre fortification



# Formulation

## // Challenges and approaches



# Which categories work best for fibre fortification?

The felt benefits of getting enough fibre, come from consistent intake. A repeated habit is best when connected to other attributes to make it sustainable.

## 1. Credible Benefits

Consistent with categories you can recommend regular, repeated intake versus one off indulgences.

## 2. Health Connection

Consumers connect probiotics with dairy and vegetables to fibre, they are natural places to turn for gut health and fibre.

## 3. Nutrition Complements

Calcium in dairy, pairs with increased calcium absorption from PROMITOR®. Vitamins and minerals already present boost positive impact of fibre.

## 4. Cost Competitive

With supplements and other health strategies, even versus further adding whole foods to the diet to fill a 14g fibre gap

## 5. Calorie Reduction

Adding fibre offers a calorie reduction strategy versus sugar, carbohydrates and whole food intake needed.

# Formulation challenges & approaches

Formulating with fibres in different categories presents different challenges and requires a range of solutions



## Nutrition

- Bulking
- Tolerance
- Clean flavor profile
- Texture properties
- Stability
- Browning



## Bakery

- Sugar reduction
- Bulking
- Tolerance
- Processability
- Spread & stack heights
- Desirable color contribution
- Product defects
- Texture properties



## Confectionery

- Sugar reduction
- Bulking
- Tolerance
- Processability
- Clean flavor
- Transparency & color contribution
- Texture & moisture properties



## Beverage

- Building mouthfeel
- Clean flavor
- Powder properties (clumping)
- Solubility behavior
- Color contribution
- Stability



## Dairy

- Sugar and/or fat reduction
- Bulking
- Flavor profile
- Solubility and handling (fruit preps, creamers)
- Browning
- Impact on fermentation
- Texture properties
- Stability

# Sugar and Calorie Reduction Key Formulation Challenges

## Consumer Demands

Taste

Nutrition

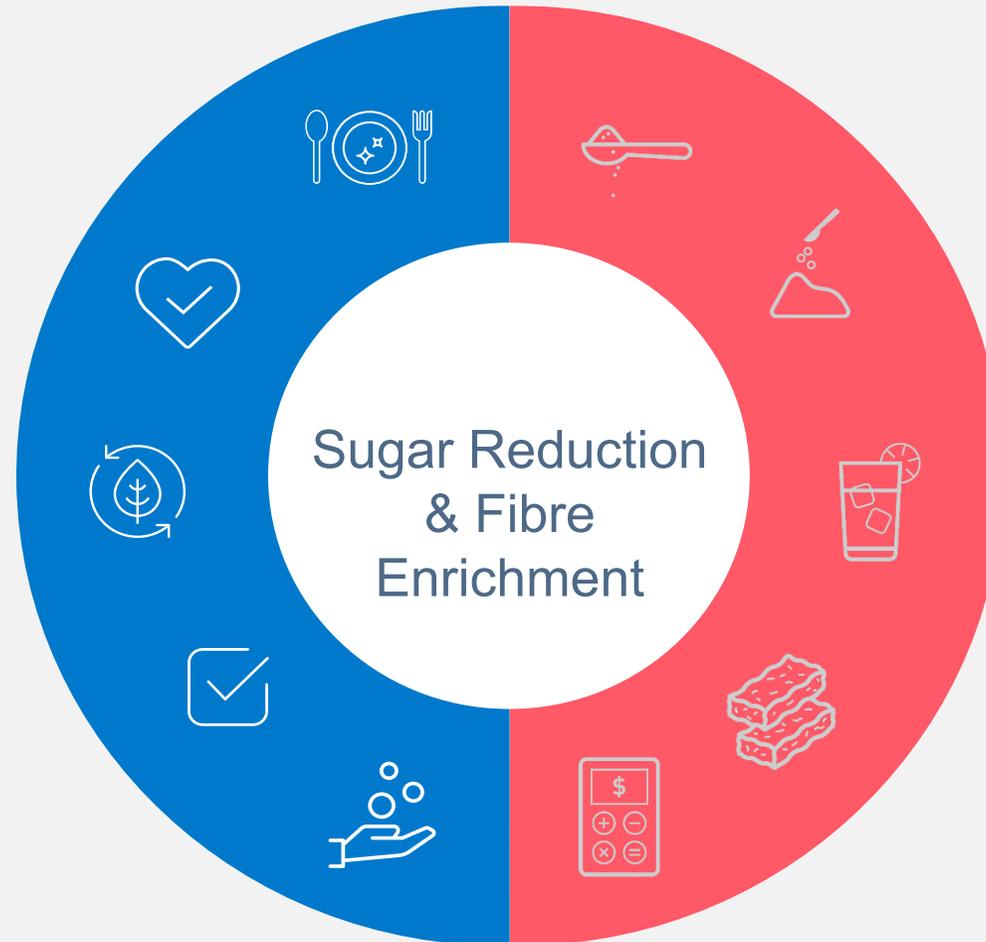
Clean Label

Convenient

Sustainable

Affordable

Tolerance



## Formulation Challenges

Fortification Levels

Clean Taste

Mouthfeel

Textural Properties

Stability

Regulatory Drivers

Fibre can be added to most daily eating and drinking occasions.

Cumulative daily tolerance is an important consideration for formulators.



**PROMITOR® is well tolerated, up to:**

**65g**  
per day<sup>1</sup>

**40g**  
per portion<sup>1</sup>

**PROMITOR® can be used to reduce sugar and calories\***

**2**  
kcal/g<sup>1</sup>

**Many other fibres have tolerance issues at or beyond**

**10g**  
per day<sup>2</sup>

**Sugar and Carbohydrates**

**4**  
kcal/g



# PROMITOR®: A science-backed fibre solution

## DIGESTIVE TOLERANCE

For healthy adults: 40g/single intake or 65g/day consumed in multiple portions<sup>1</sup>.  
For healthy children aged 3 to 9 years, a daily intake of 5-8g/d was well tolerated<sup>2</sup>.



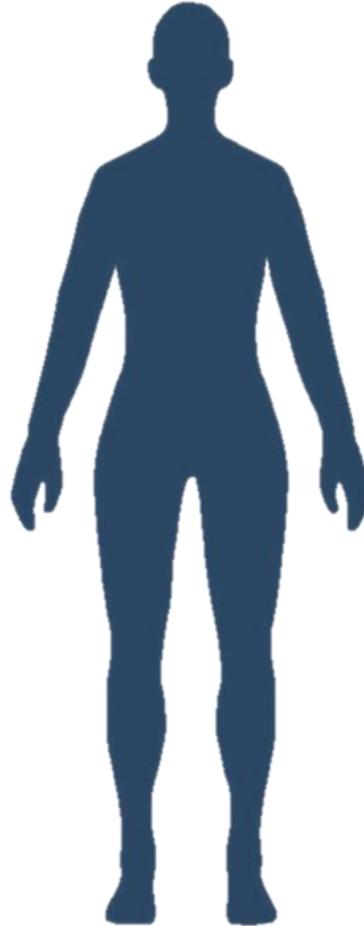
## BLOOD GLUCOSE CONTROL

Replacing carbohydrates with PROMITOR® can result in a significant decrease in post-meal blood glucose in healthy adults<sup>3-5</sup>.



## DIGESTIVE HEALTH (Stool frequency, bulk, or consistency)

Evidence to support digestive health in adults<sup>6-8</sup>.



## CALORIE AND SUGAR REDUCTION

Weight management health benefit supported by low-calorie content (2kcal/g)



## BONE HEALTH

Supporting bone health via an increase in calcium absorption or bone calcium retention in postmenopausal women and adolescent girls<sup>9-11</sup>.



## PREBIOTIC EFFECTS

Source of prebiotic fibre (via calcium absorption)<sup>9-10</sup>.



## COGNITIVE FUNCTION

May improve cognitive performance in healthy older adults<sup>12</sup>.

1. Housez B, et al. 2012 2. Risso et al. 2022; 3. Kendall et al. 2008; 4. Tan et al. 2020; 5. Konings et al. 2014; 6. Costabile et al. 2016; 7. Timm et al. 2013; 8. Vester-Boler et al. 2011; 9. Whisner et al. 2014; 10. Whisner et al. 2016; 11. Jakeman et al. 2016; 12. Alvarado, David A et al. Effects of Soluble Corn Fiber Consumption on Cognitive Function and Gastrointestinal Microbiota. Current Developments in Nutrition, Volume 9, 106216

# // HFSS information and toolbox



# Nutrient Profiling Model

## C Points (Positive)

Points	Protein (g per 100g)	Fruit, vegetables, nuts and seeds (g per 100g)	Fibre (as measured by AOAC method) (g per 100g)
0	≤1.7	≤ 40	≤ 0.6
1	>1.7	> 40	> 0.6
2	> 3.4	> 60	>1.2
3	> 5.1	Not applicable	>1.8
4	> 6.8	Not applicable	> 2.4
5	> 8.5	> 80	> 3.0
6	Not applicable	Not applicable	> 3.6
7	Not applicable	Not applicable	> 4.2
8	Not applicable	Not applicable	> 4.8
9	Not applicable	Not applicable	> 5.4
10	Not applicable	Not applicable	> 6.0

## A Points (Negative)

Points	Energy (kJ per 100g)	Saturated fats (g per 100g)	Free sugars (g per 100g)	Salt (g per 100g)
0	≤ 315	≤ 0.9	≤ 0.9	≤ 0.2
1	> 315	> 0.9	> 0.9	> 0.2
2	> 630	> 1.9	> 1.9	> 0.5
3	> 945	> 2.8	> 2.8	> 0.7
4	> 1,260	> 3.7	> 3.7	> 0.9
5	> 1,575	> 4.7	> 4.6	> 1.1
6	> 1,890	> 5.6	> 5.6	> 1.4
7	> 2,205	> 6.6	> 6.5	> 1.6
8	> 2,520	> 7.5	> 7.4	> 1.8
9	> 2,835	> 8.4	> 8.3	> 2.0
10	> 3,150	> 9.4	> 9.3	> 2.3



# Cost in Use – Value – Example Pizza – Nutrition & Nutriscore



**PROMITOR®**  
Soluble Fibre

Healthier pizza



+0.8p <sup>+0.3%</sup>

**PROMITOR®**  
Soluble Fibre

Even healthier pizza



+2.4p <sup>+1.0%</sup>



Sat Fat – 4.6g  
Fibre – 2.1g  
Salt (NaCl) – 0.89g  
Sodium 356mg



Sat Fat – 4.6g  
Fibre – 3.0g (Source of Claim)  
Salt (NaCl) – 0.89g  
Sodium – 356mg



Sat Fat – 4.6g  
Fibre – 4.8g (Source of Claim)  
Salt (NaCl) – 0.65g  
Sodium - 260mg

# Case Study

## Red Lentil & Carrot Soup



# Case study: Fibre Enhancement in Lentil & Carrot Soup

## Case study Lentil soup

- Fortifying a lentil soup avoids adding too many extra calories to the daily diet and allows to maintain the taste, texture and overall character of the soup, with a smooth mouthfeel and a clean taste
- The fibre enhancement also has no impact on production
- Fortifying this lentil soup helps to bridge the fibre gap while ensuring simple labelling, and hence supplements fibre intake from food with naturally occurring fibres

## Red Lentil & Carrot Soup Base Recipe – no Fibre claim

### 1 serving (300g) offers

A delicious, creamy, low-fat soup

### Formulated with lentils

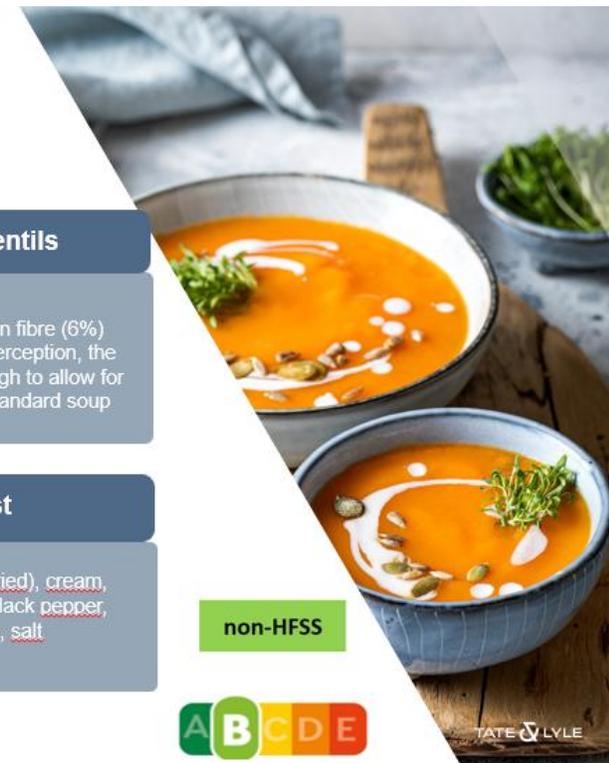
- 8% lentils
- Lentils are inherently high in fibre (6%) BUT, contrary to general perception, the amount of fibre is not enough to allow for making a fibre claim in a standard soup

### Nutrition gap & claims

- Some fibre from legumes (1.9%), but no claim
- Low Fat
- Gluten Free
- Clean Label

### Ingredient list

water, carrots, red lentils (dried), cream, corn starch, cumin seeds, black pepper, garam masala blend, cumin, salt



non-HFSS



TATE & LYLE

# Case Study: Fibre Enhancement in Lentil & Carrot Soup - Options

	Base recipe	Extra legumes	PROMITOR® 70
Nutri-Score			
Fibre content Fibre content per serving (300g) PROMITOR® dosage Fibre Claim	1.9% 5.7g / No	5.4% 16.2g / Source of Fibre	6.4% 19.2g 6.5% High in Fibre
Lentil content	8%	40%	8%
Feasibility		<ul style="list-style-type: none"> <li>- Need to adjust recipe otherwise too viscous to manufacture on the line</li> <li>- Impact on mouthfeel</li> </ul>	<ul style="list-style-type: none"> <li>- No impact on production and viscosity</li> <li>- Easy dispersion</li> <li>- Smooth mouthfeel, with clean taste</li> </ul>
Cost in Use	100%	145%	109%
Ingredient list	water, carrots, red lentils (dried), cream (milk), corn starch, cumin seeds, black pepper, garam masala blend, cumin, salt	water, red lentils (dried), carrots, cream (milk), corn starch, cumin seeds, black pepper, garam masala blend, cumin, salt	water, carrots, red lentils (dried), <b>soluble corn fibre</b> , cream (milk), corn starch, cumin seeds, black pepper, garam masala blend, cumin, salt

# Tate & Lyle Red Lentil & Carrot Soup

## Fortified High Fibre Soup

### 1 serving (300g) offers

- 19.2g of fibre, equal to 64%\* of minimum daily recommended intake\*\*
- A delicious, creamy, low-fat soup with a High Fibre content claim

### Claims

- High in Fibre
- Low fat
- Gluten free
- Clean label

### NUTRITIONALS

Nutrient	Per 100g	Per 300g (Serving)
Energy (kJ)	284.0kJ	852.0kJ
Energy (kcal)	68.1kcal	204.3kcal
Fat	1.3g	3.9g
Of which saturates	0.6g	1.8g
Carbohydrates	8.8g	26.4g
Of which sugars	2.8g	8.4g
<b>Fibre</b>	<b>6.4g</b>	<b>19.2g</b>
Protein	2.6g	7.8g
Salt	0.53g	1.59g



non-HFSS

# A Fibre-focused future: OUR Opportunities



## Timing is Everything

Fibre supports many health benefits and consumers are keen NOW.

We can improve Nutritional Profile with fibre fortification and address cost in use and other technical hurdles.



## Perception

Fibre innovation and diversity means fibre-fortified foods can be just appealing, AND deliver superior nutrition



## Simple Communication

Consumers have limited awareness of the different fibre types and their benefits.

We can help with simple, honest communication

TATE & LYLE

# Fibre's moment: Turning trends into action

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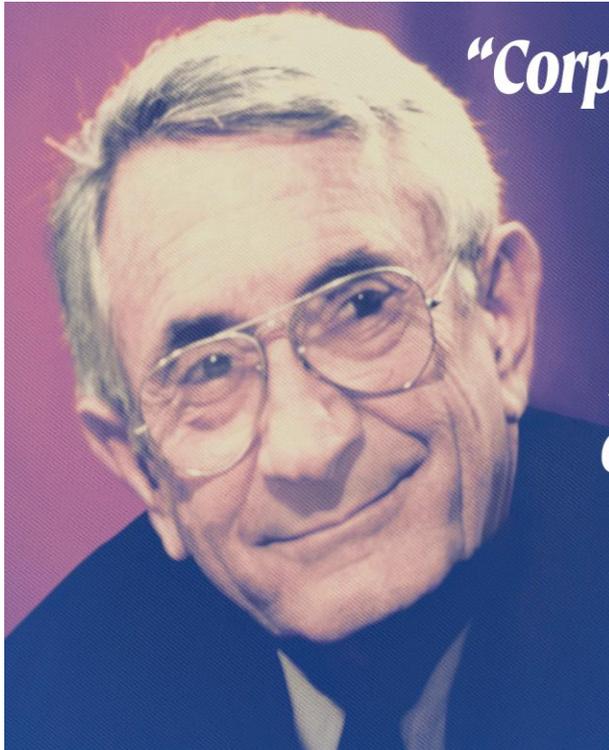
**Emma Fisher**

Senior Nutrition Manager,  
Danone

# ACTION ON FIBRE: FIBRE FEBRUARY

# DANONE: A DUAL-PURPOSE BUSINESS

CORPORATE RESPONSIBILITY HAS ALWAYS BEEN IN OUR DNA AND RUNS TO THE HEART OF OUR BUSINESS



*“Corporate responsibility does not end at the factory gate or at the office door. It influences quality of life for everyone.”*

*These words were uttered by Antoine Riboud... 50 years ago.*



**DANONE**  
ONE PLANET. ONE HEALTH

## OUR MISSION

**“To bring health through food to as many people as possible.”**

# DELIVERING GROWTH WITH PURPOSE, GUIDED BY THE DANONE IMPACT JOURNEY



# PROUD TO BE CERTIFIED B CORP



# ROOTED IN HEALTH SCIENCE AND INNOVATION



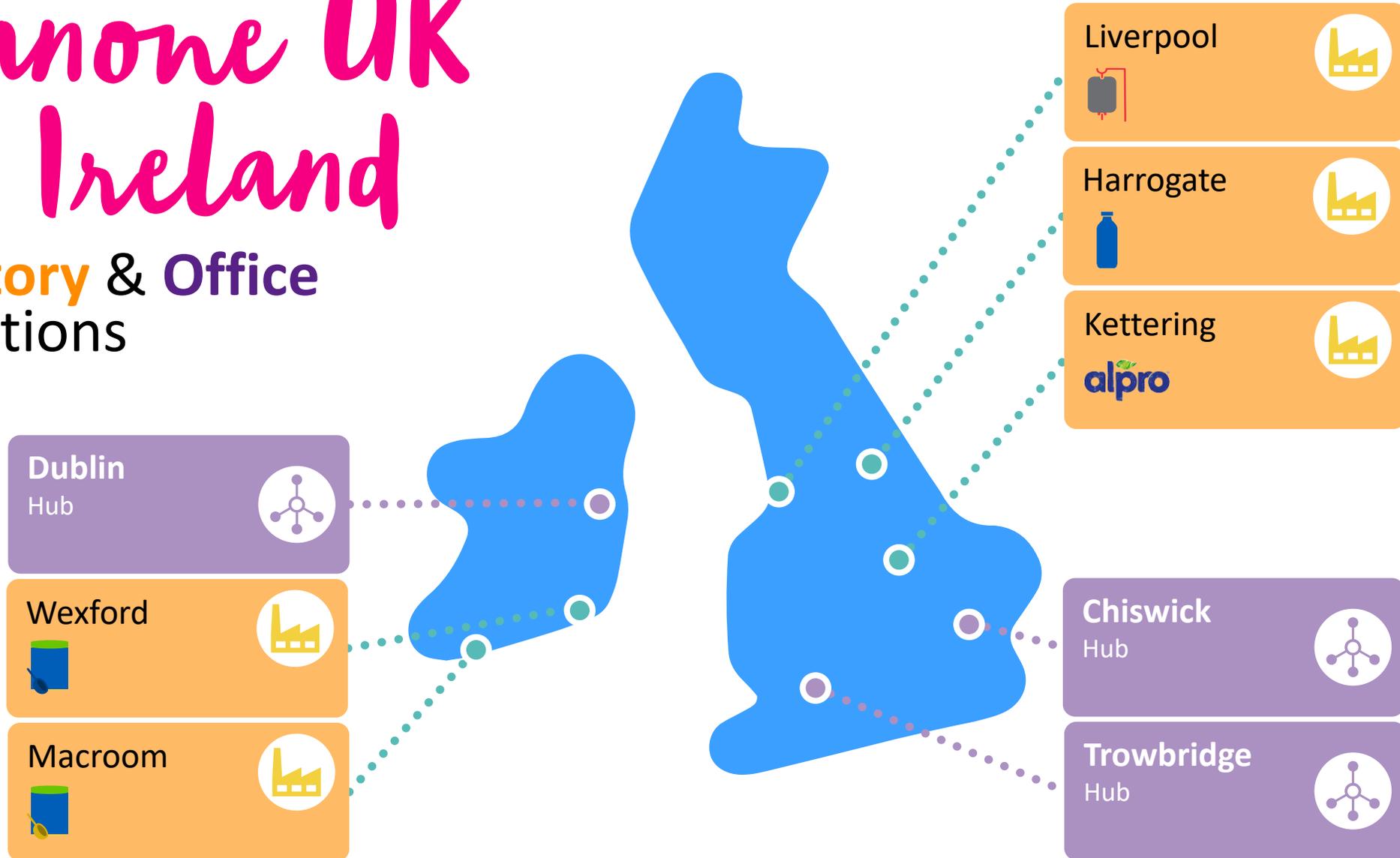
## RESEARCH & INNOVATION

1700 WORLD CLASS EXPERTS  
 1 GLOBAL CENTER LOCATED IN 2 SITES  
 6 SPECIALIZED HUBS  
 1 HIGHLY CONNECTED NETWORK



# Danone UK & Ireland

## Factory & Office locations



~2,400 UKIRL EMPLOYEES ACTING TOGETHER

# OUR HEALTH-FOCUSED PRODUCTS & SERVICES

OUR PRODUCT RANGES ARE FOCUSED ON BRINGING HEALTH THROUGH FOOD

WE NOURISH LIFE

#1



DAIRY

#1



PLANT BASED

#1



BEVERAGES

#1



SPECIALISED NUTRITION



### MEDICAL NUTRITION



### EARLY LIFE NUTRITION



30,000 patients supported by our nursing and homecare services



# OUR GLOBAL FOCUS ON HEALTH HAS LEAD TO BEING NUMBER 1 IN ACCESS TO NUTRITION INDEX



In 2024, Danone achieved #1 position in **Global Access to Nutrition Index (ATNI)**

- Healthier Product portfolio
- Use of NPMs
- Nutrition governance

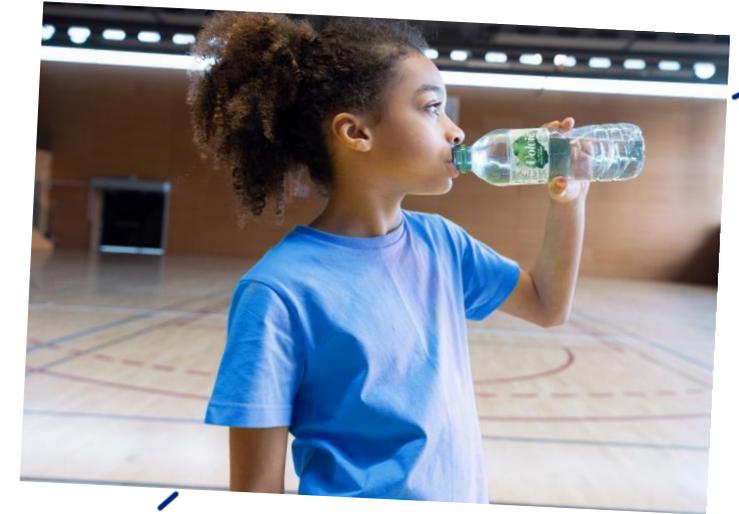
# OUR DANONE UK-IRELAND HEALTH COMMITMENTS

IN 2023, WE INTRODUCED OUR HEALTH COMMITMENTS FOR OUR DAIRY, PLANT-BASED AND WATERS CATEGORIES

**90% of our portfolio of products by sales volume will not be high in sugar, salt or fat (HFSS)\***



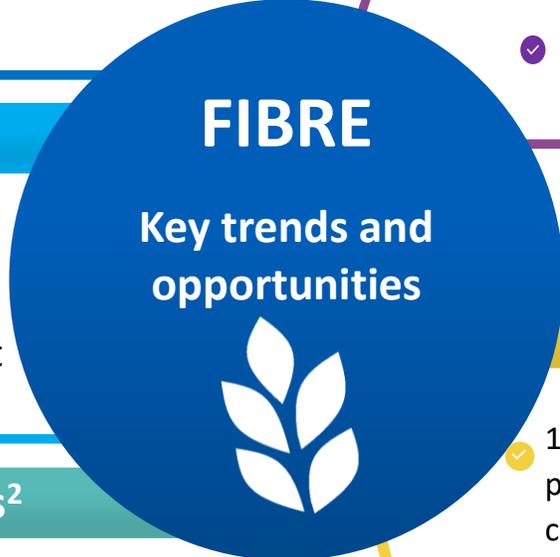
**We will never produce a product for children that is high in sugar, salt or fat (HFSS)\*.**



**85% will be rated as “healthy” – receiving a score of at least 3.5 stars out of 5 – within the health star rating (HSR) index.**

**We will publish nutritional information for our portfolio on our brand websites**

# FIBRE IN THE UK



## Major fibre gap in Europe



- ✓ UK only 1 in 10 adults get enough<sup>1</sup>
- ✓ Least adhered recommendation on Eatwell Guide
- ✓ A priority issue

## Consumer demand for fibre is high & growing<sup>3</sup>

- ✓ Fibre is a bigger driver of purchase intent than protein, & growing year on year
- ✓ Many have poor knowledge/awareness. Potential to drive demand with education



## Industry-wide campaigns



- ✓ 'Action on Fibre' campaign launched 2021
- ✓ Significant fibre innovation in last 3yrs

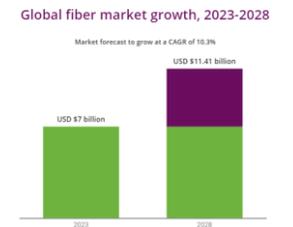
## Fibre complements on trend health topics<sup>2</sup>



- ✓ GLP-1 and weight loss
- ✓ Heart health / cholesterol
- ✓ Menopause (GI issues)
- ✓ Aging population
- ✓ Gut health

## Market growth is significant<sup>4</sup>

- ✓ 17.3% growth in number of introduced products with gut / digestive health claims 2020-2023
- ✓ Global fibre market expected 10.3% 2023-2029



# DANONE'S FIBRE PLEDGE

**SUPPORT  
CONSUMER  
NUDGES  
TOWARDS FIBRE  
VIA  
COMMUNICATION  
INITIATIVES**



**SUPPORT HCPS  
THROUGH  
EDUCATION SUCH  
AS ARTICLES AND  
BDA WEBINARS**



**CHAMPION FIBRE  
AWARENESS  
INTERNALLY  
ACROSS  
WORKPLACES**



**REPORT FIBRE  
DELIVERED  
THROUGH  
EXISTING AND  
NEW PRODUCTS,  
INCLUDING  
ACTIVIA FIBRE**



# IN 2025, WE CONTINUED TO DRIVE FIBRE IMPORTANCE INCLUDING:

## ACTIVIA FIBRE TOPPERS



Activia Toppers range delivered ~20 tonnes of fibre in 2025.

Supports close the UK fibre gap through by adding fibre to a non-fibre category

Rebranding toppers range to showcase importance of fibre

## BDA WEBINAR: THE FIBRE FACTOR



### Activia Gut Science Hub The Fibre Factor: A Fresh Look at Gut Health & Beyond Webinar

Unlock the power of fibre in this Danone sponsored BDA webinar, featuring expert insights, practical toolkits, and real world case studies on the importance of dietary fibre.



**Dr Bridgette Wilson** is a specialist research and clinical dietitian. Bridgette is an Assistant Professor of Dietetics, currently leading research into the dietary effects of fibre modification in gastrointestinal disorders as well as working clinically at City Dietitians in London.

Bridgette's award-winning PhD from King's College London was on Diet and Prebiotics in IBS and IBD. Since completing her studies Bridgette has continued to work in gut health research as well as continuing her clinical practice helping patients manage a range of medical conditions.

200+ HCPs Attended

Improved professional confidence in fibre education.

Provided practical tools for dietitians supporting patient fibre intake.

**THANK YOU**



# Fibre's moment: Turning trends into action

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## Time for Q&A



# THE FOOD AND DRINK INDUSTRY DINNER 2026

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Bringing together the UK's largest  
manufacturing sector

25 March

**Guildhall, London**

Charity partner

**fdf** | EVENTS

Felix | THE FELIX PROJECT + FareShare

We've merged