

# WELCOME...



## FDF FIBRE FEBRUARY WEBINAR

‘Bridging the fibre gap with  
innovation and communication  
from concept to launch’

24 February 2022

## FDF Action on Fibre



**Fiyin Makinwa**

Diet and Health Executive  
**FDF**



# What is fibre?

- Group of substances that cannot be completely broken down
- Different types of fibre have different characteristics
- Fibre can be found in various foods including; fruits and vegetables, cereal and cereal products, nuts and seeds and legumes



# Why is fibre so important?



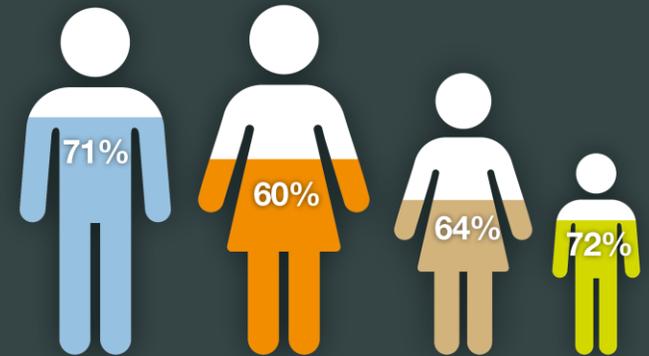
Better digestive health

Lower risk of

- Cardiovascular disease
- Type 2 diabetes
- Certain types of cancer

On average men and women consume **71%** and **60%** of the recommended amount of fibre, respectively.

Children consume only **64%** (11 - 18 years) and **72%** (4 - 10 years) of the recommended amount.

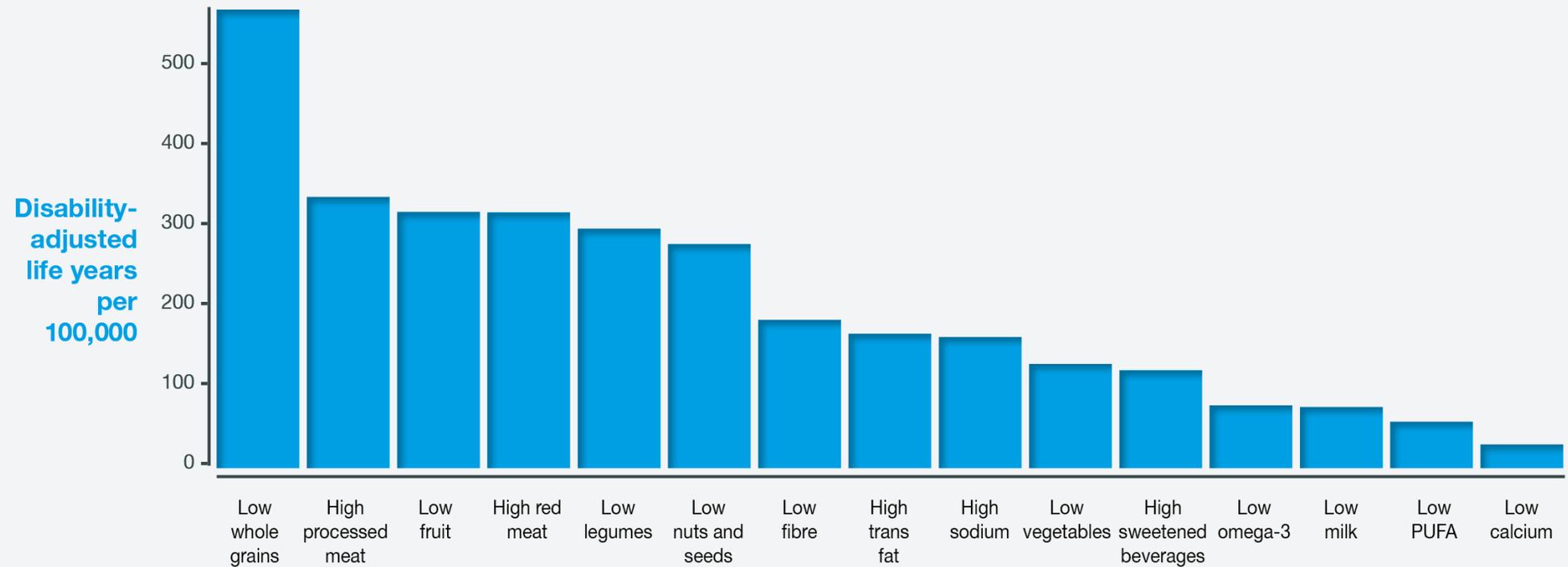


# Consumer polling on fibre

- 1 in 3 people know the recommended daily amount of fibre adults is 30g.
- 70% of people did not know if they meet the recommendation.
- Most people knew common sources of fibre (e.g. wholemeal bread) but there were also misconceptions e.g. 1 in 10 people thought eggs contain fibre.
- Most people were aware that a diet high in fibre could improve digestive health (60%) but less were aware of the additional benefits such as reducing risk of type 2 diabetes (25%).
- 1 in 3 people said they had not heard about the benefits of fibre.



## The Impact of Dietary Risk Factors in the UK



United Kingdom, both sexes, 2019

# FDF 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.



# FDF Action on Fibre Framework



Bring new higher fibre products and innovations to the market



Use the power of marketing to shift consumers to higher fibre options



Provide on pack messaging, recipe suggestions and meal kit ideas that increase fibre



Engage stakeholders on the importance of fibre



Encourage higher fibre foods in the workplace



Increase the fibre content of current products through reformulation



Use labelling to identify higher fibre options



Support annual events promoting fibre



Encourage food service suppliers to provide higher fibre options



Members can create their own pledge



# FDF Action on Fibre

fdf

TATE & LYLE



WarburtonS

Kellogg's



Nomad Foods

GOODFELLAS



# Action on Fibre Activities



7 Sept 2021

Focus on fibre podcast

13 Sept 2021

Celebrating Food and Nutrition Week and launch of Action on Fibre

29 Sept 2021

Focus on fibre webinar

8 Nov 2021

Sugar Awareness Week – focus on the role of increasing fibre

16 Nov 2021

International Whole Grain Day

Feb 2022

Fibre February

Jun 2022

British Nutrition Foundation Healthy Eating Week



MEMBER FOCUS | Fibre

## Action on fibre: working together to bridge the gap

Fylin Makinwa explains how the food industry is helping to improve fibre intakes



**Fylin Makinwa**, an NHS registered dietitian, is the lead nutritionist at the Food and Drink Federation (FDF). She has been instrumental in the launch of the FDF Action on Fibre campaign.

There is a big component of a healthy balanced diet and we know that dietitians have talking to us. In our 2019 survey, 80% of the UK's population reported the government increased the UK dietary recommendations for fibre from 25g to 30g. This has been the UK's first time in over 50 years that a government has increased its dietary recommendations. It's a great step forward and we're delighted to see the government taking this step. It's a great step forward and we're delighted to see the government taking this step. It's a great step forward and we're delighted to see the government taking this step.



The FDF is a key component of a healthy balanced diet and we know that dietitians have talking to us. In our 2019 survey, 80% of the UK's population reported the government increased the UK dietary recommendations for fibre from 25g to 30g. This has been the UK's first time in over 50 years that a government has increased its dietary recommendations. It's a great step forward and we're delighted to see the government taking this step.

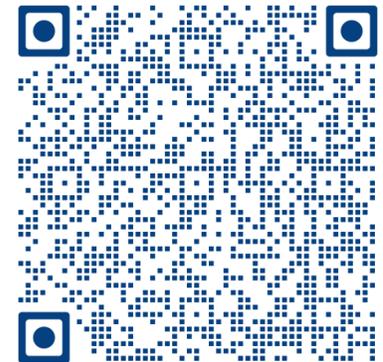
One area where we believe more needs to be done is raising the importance of fibre in the diet. Companies can help raise consumer awareness but we need a broader collaboration with government, health charities and health professionals.



We are committed to building this even further throughout 2022 and look forward to making the impact of the pledge at the end of the year, with an annual report detailing the progress companies have made towards their pledge and the increase in fibre intake. We are committed to building this even further throughout 2022 and look forward to making the impact of the pledge at the end of the year, with an annual report detailing the progress companies have made towards their pledge and the increase in fibre intake.

***Thank you for listening!***

**Fiyin Makinwa**  
Diet and Health Executive  
Fiyin.Makinwa@fdf.org.uk



## Fibre in Bread: Innovation & Communication



**Vicky McColl**

Field Development Manager –  
Nutrition & Insights

**AB Mauri UK & Ireland**

# AGENDA

1. Introduction to AB Mauri
  - Action On Fibre
2. Fibre Application in Bread
  - Sources
  - Challenges
  - Solutions
3. Innovation Case Study
4. B2B Communication





## Pledges

1. Launch 4 new innovations
2. Support 2 annual events
3. 10 internal health messages
4. Provide reformulation support
5. Time and resource in academic research
6. Product focus with a customer
7. Sponsor a student competition

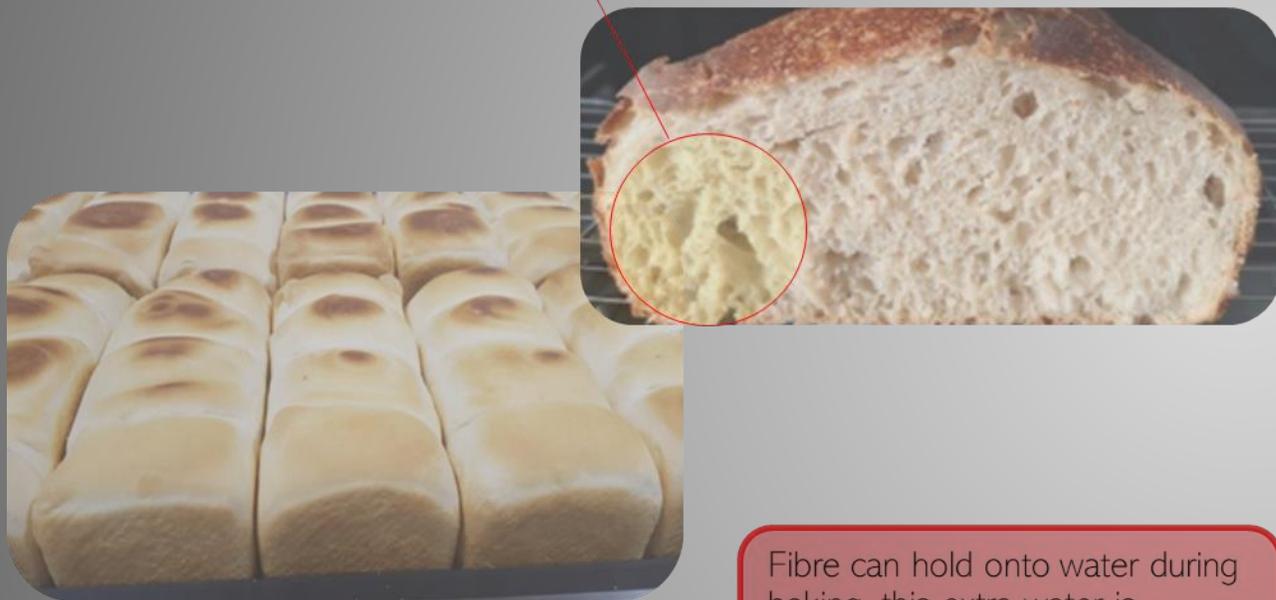
# Fibre Sources

- Wholegrains
- Seeds
- Pulses
- Flours
- Flour fractions
- Special milling fractions
- Extracted fibres
- Functional fibres

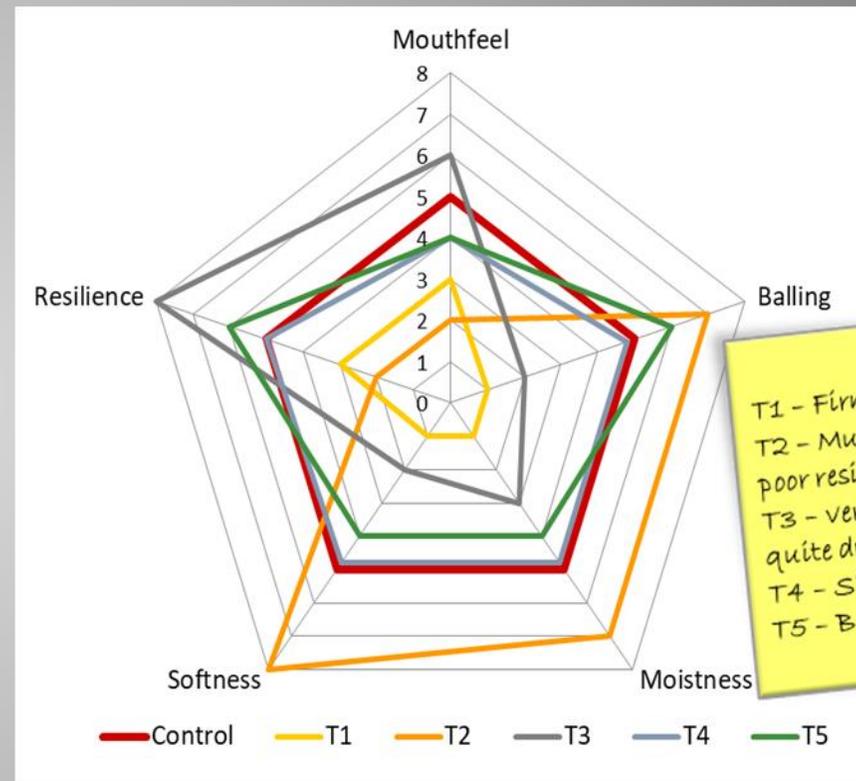


# Challenges

Fibre can cause changes in dough viscosity & rheology and interfere with the protein structure which leads to poor gas retention



Fibre can hold onto water during baking, this extra water is 'available' and can lead to reduced mould free shelf life



T1 - Firmer, dry texture  
T2 - Much softer, claggy, poor resilience  
T3 - very resilient but quite dry  
T4 - Similar to control  
T5 - Balls in the mouth

# Solutions

1. Choosing the right fibre



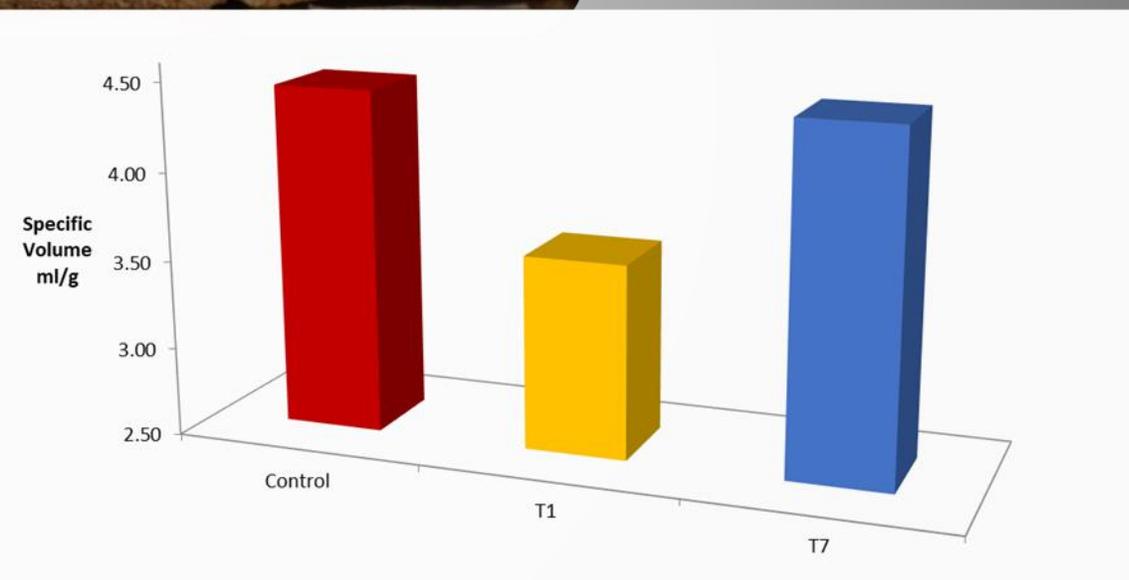
3. Skills and knowledge to rebalance the recipe

2. Ingredients to manipulate effects from the fibre

Conditioners

Flours/Starch

Preservatives



# Case Study





# Communication



**AB Mauri UK & Ireland**

Thank You!

Vicky McColl

Development Manager – Nutrition & Insights

[www.cereform.co.uk](http://www.cereform.co.uk)



Ab Mauri UK & Ireland

## Communicating Fibre messages to consumers



**Professor Louise Dye**

Professor of Nutrition and  
Behaviour,

**University of Leeds**



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# Communicating Fibre messages to consumers

**Louise Dye**

Professor of Nutrition & Behaviour

Human Appetite Research Unit

School of Psychology/ Food Science & Nutrition

University of Leeds

[l.dye@leeds.ac.uk](mailto:l.dye@leeds.ac.uk)



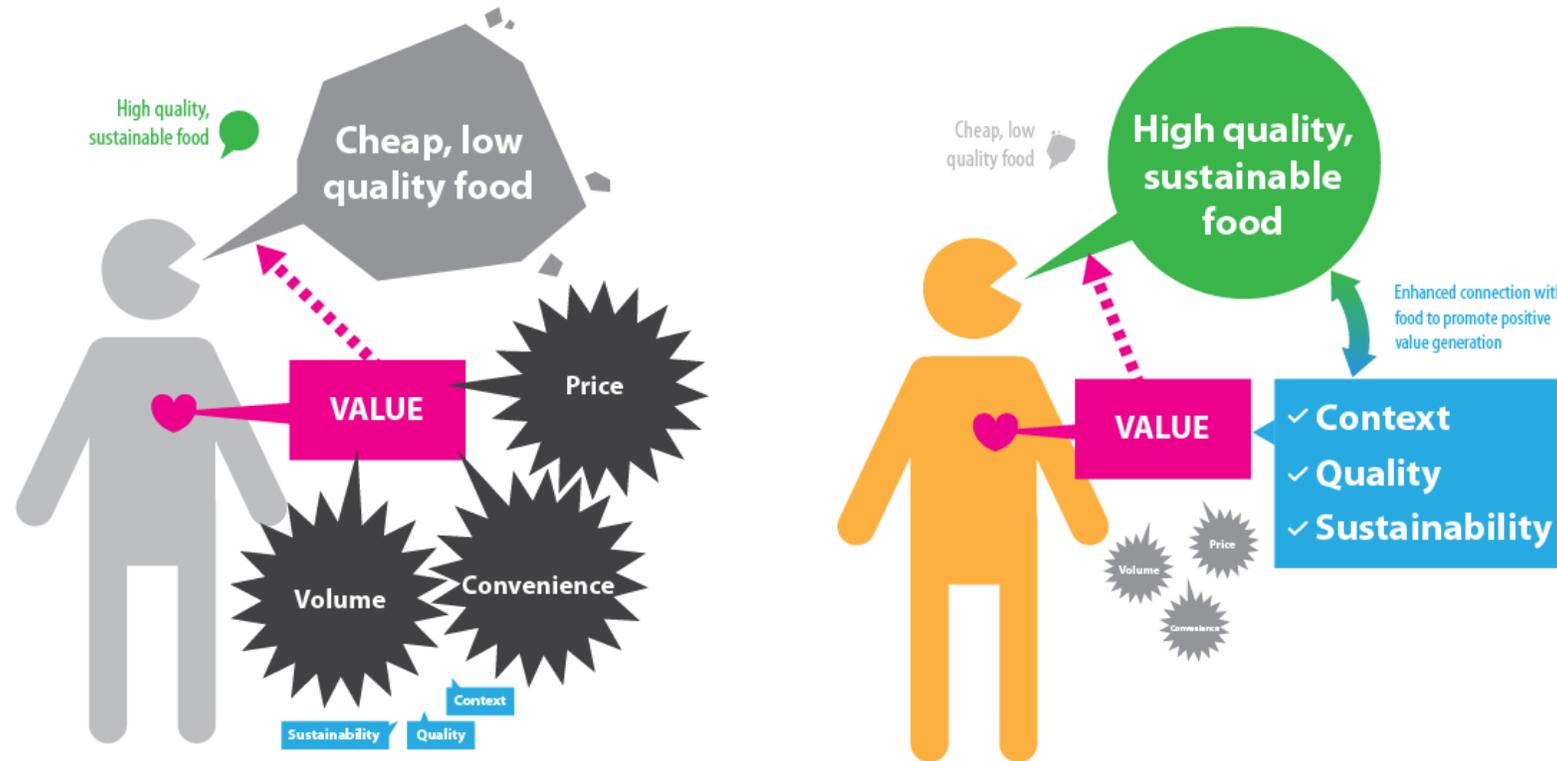
- Examine the potential for fibre interventions to improve health and wellbeing
- Who is most likely to comply & how do we increase this – messaging/campaigns
- Consider what strategies are useful in achieving compliance with interventions



# What do consumers say they want vs what they buy



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- **Benefits of a high fibre diet**
- **Why are fibre intakes low when health messages are clear?**
- **Intention-behaviour gap**
- **Marketing & Miscommunication**
- **Barriers to increased fibre intake**
- **Effective messaging & Strategies to increase fibre intake**

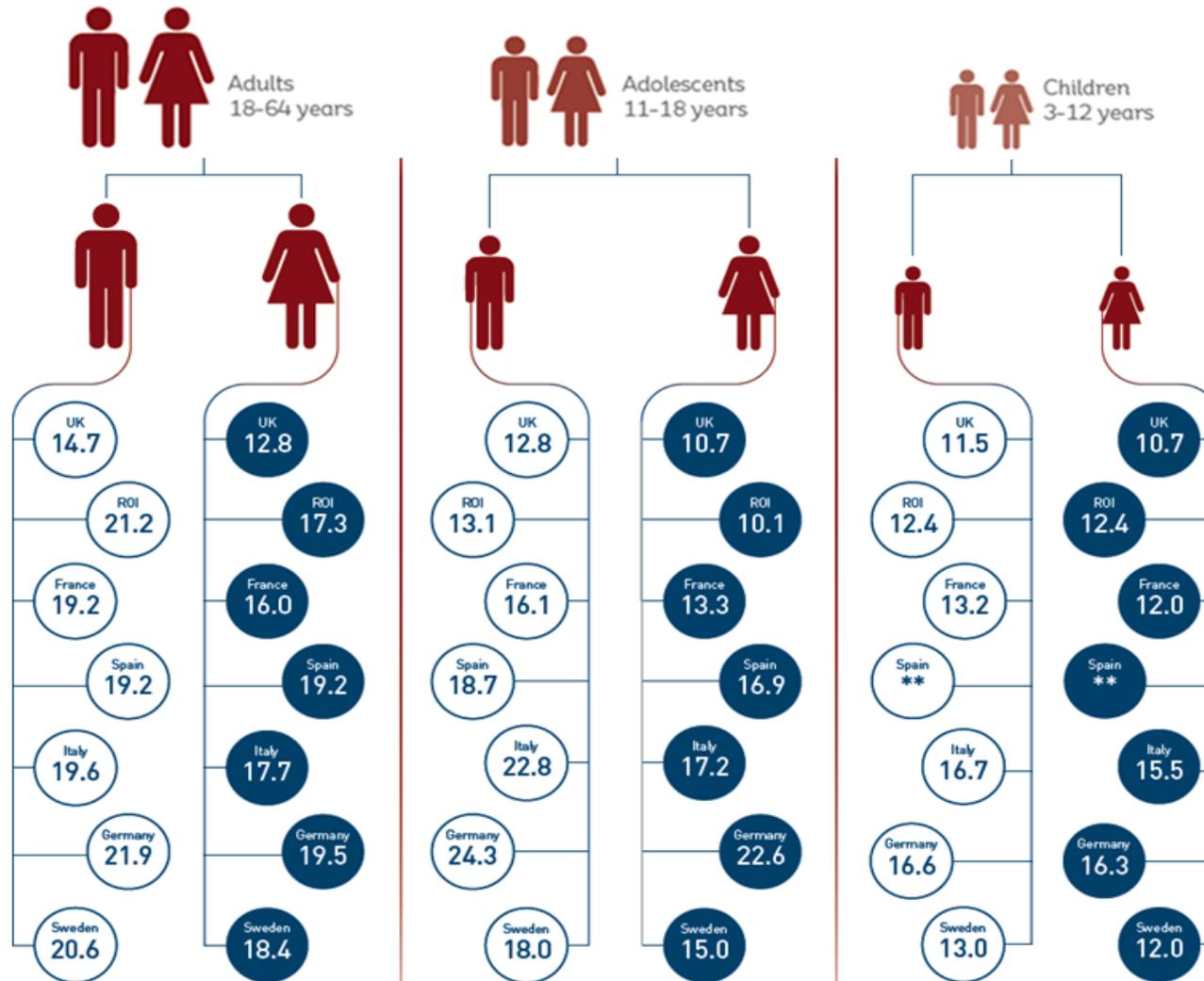


# Fibre intake in Europe



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Daily fibre Intakes by country, gender and age (g/day)<sup>1</sup>



**European Food Safety Authority fibre guidelines recommend a fibre intake of 25g per day**  
**AOAC = 30g**

Fibre intakes are low across all population groups in Europe.

Suggestion to increase recommended intake?

\*\*Data not available

References: <sup>1</sup>Breakfast Consumption in Europe: Benefits & Trends. The Kellogg Company. Report number: 1, 2014

# The cost of low fibre diets in UK



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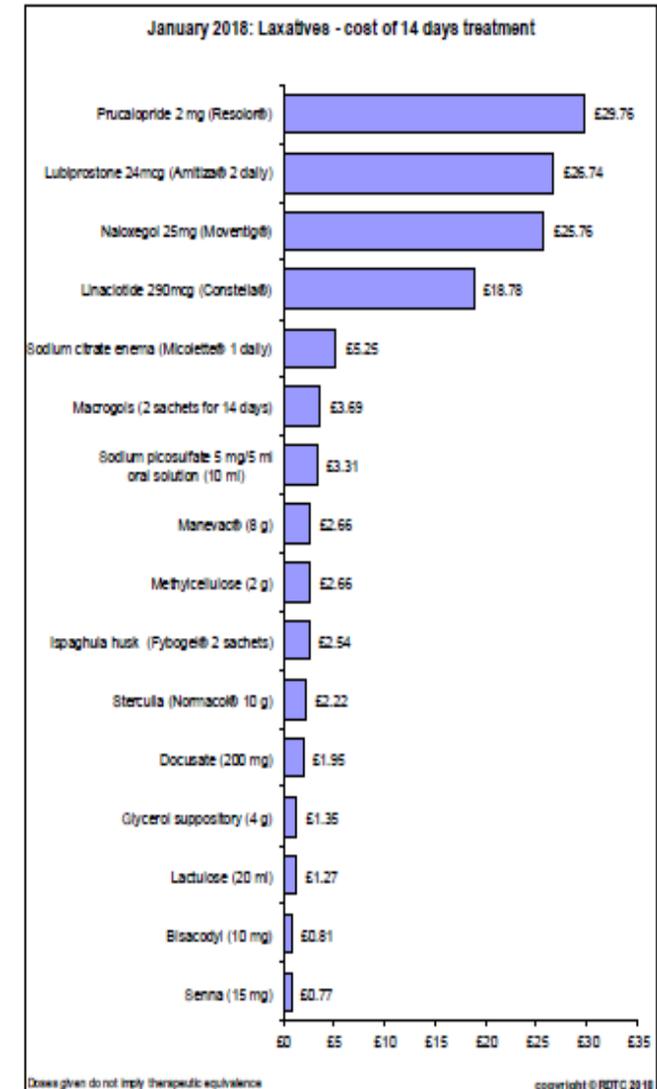
**66,287** people in the UK were admitted to hospital with constipation as the main condition in 2014/15, equivalent to 182 people a day.

The total cost to hospitals for treating unplanned admissions due to constipation was **£145 million** in 2014/15.

The prescription cost of laxative costs is

**£101 million**

(Over the counter costs of laxatives will undoubtedly be higher).<sup>2</sup>

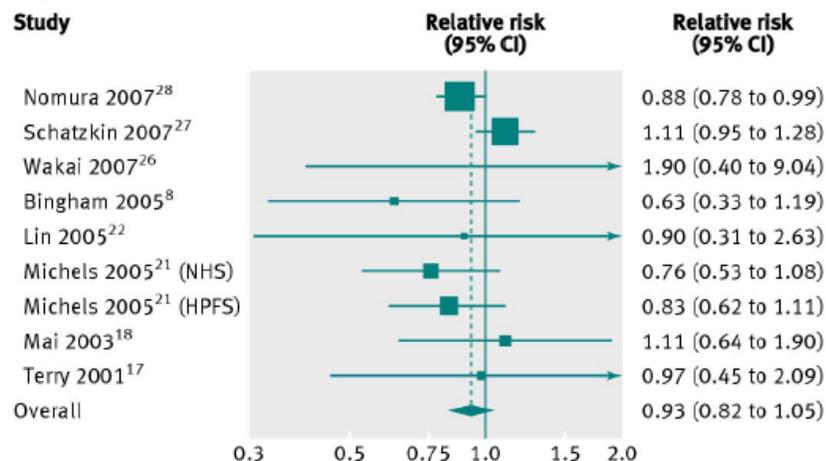


# Dietary Fibre and relative risk of colorectal cancer

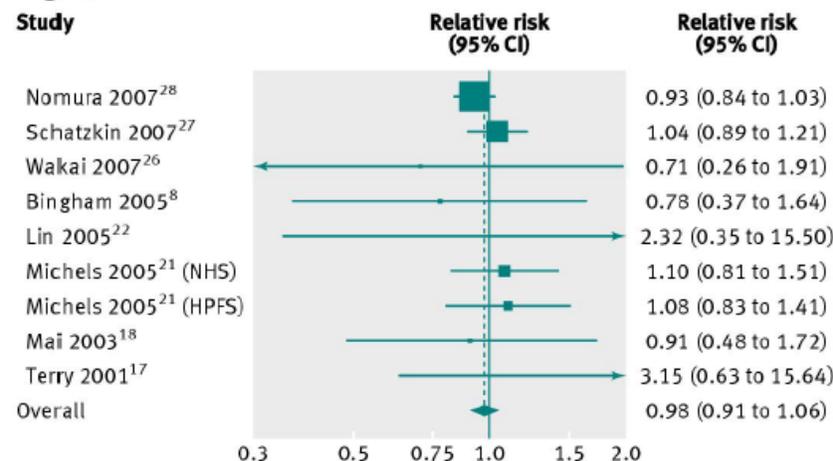


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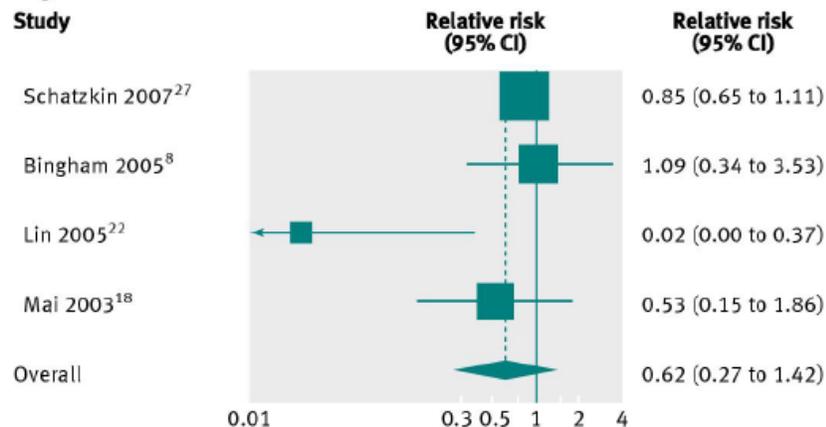
## Fruit fibre



## Vegetable fibre



## Legume fibre



## Cereal fibre

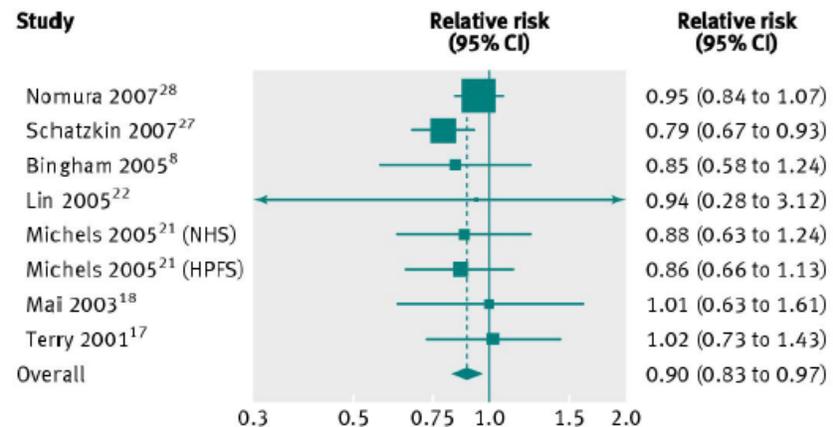


Fig 3 Risk of colorectal cancer according to fibre types. NHS=Nurses' Health Study; HPFS=Health Professionals Follow-up Study  
Aune et al., BMJ 2011; 343, d6617

# Where are Consumers on Digestive Health?



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10% GP consultations relate to digestive health – tip of the iceberg

Digestive health now risen to third on the list of reasons to buy healthier products

(2020 Kerry Health & Nutrition Institute)

Free From a driving force with 1 in 4 UK consumers reported to buy ‘free from’ products

(2017 – Kerry Health & Nutrition Institute)

23% UK consumers choose digestive health products to avoid feeling bloated

(Grocer 2016)



Claim	Fibre type
Increases faecal bulk	Wheat bran fibre
	Sugar beet fibre
	Oat Grain fibre
	Barley Grain fibre
Normal Bowel Function	Rye Fbre
Acceleration of intestinal transit	Wheat bran fibre
Maintenance of normal blood LDL cholesterol concentrations	Beta glucans (oats/barley)
Reduction of postprandial blood glucose	Arabinoxylan*

Only applies to foods which are **HIGH FIBRE** i.e. where the product contains at least **6 g** of fibre per **100 g** or at least **3 g** of fibre per **100 kcal**

\*particular conditions apply

# Health/psychological Benefits of a high fibre diet



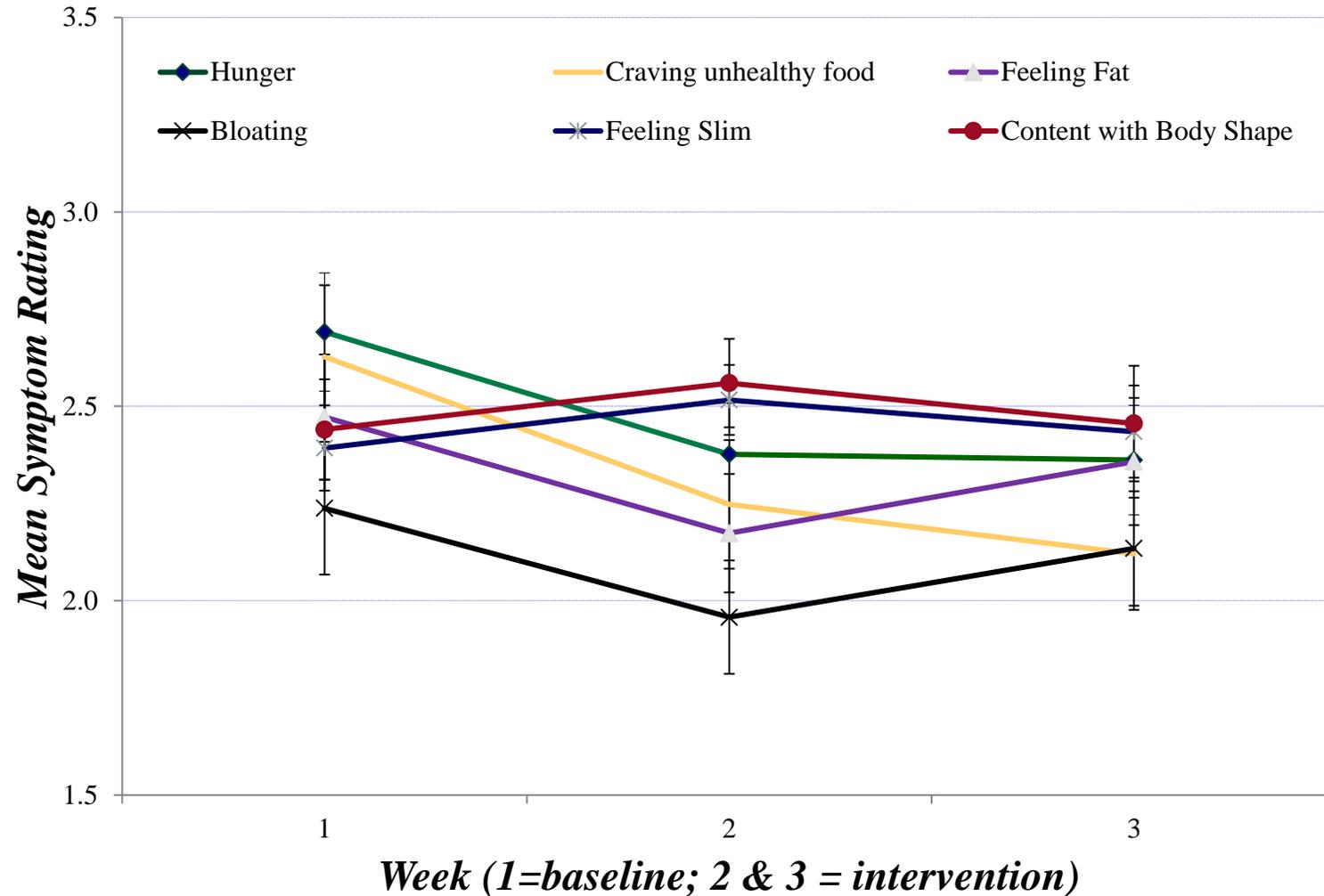
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- Higher fibre intake associated with multiple health benefits
  - Cancer – incidence and survival
  - Digestive function
  - Satiety/Energy Intake/Body weight – controversial but positive
- 
- Higher fibre intake associated with increased wellbeing (Smith, 2010)
  - Intake of high fibre cereals associated with better physical and psychological health (Smith, 2005; 2011)
  - Improved physical and psychological wellbeing after 2-week interventions with high wheat bran fibre breakfast cereals (Lawton et al., 2013) or breakfast cereals and snacks (Lawton et al., 2011; Kininmonth et al., 2018)

# Effects of Increasing Cereal Fibre Intake on Psychological Wellbeing



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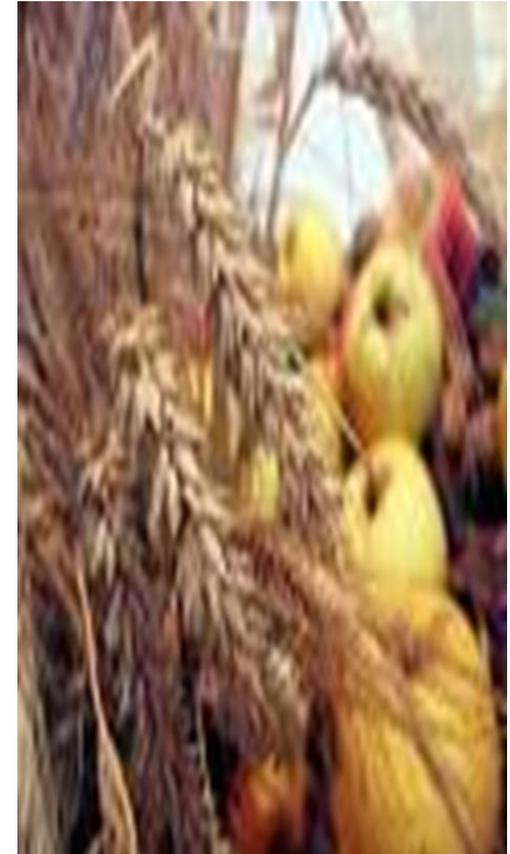
# Why are people not meeting the dietary recommendations for fibre intake?





## Barriers to increasing fibre intake

- Time – to plan meals, shop and prepare
- Need for flexibility – plan B if food not available/time is short
- Requires level of skill/competence,
  - hampered by lack of confidence/training
  - /experience of cooking
- Experimentation – waste if disliked
- Cant add fibre if cooking for family – waste
- Need to eat (and cook) separately
  - often families do not eat together





People do not always do the things they intend to

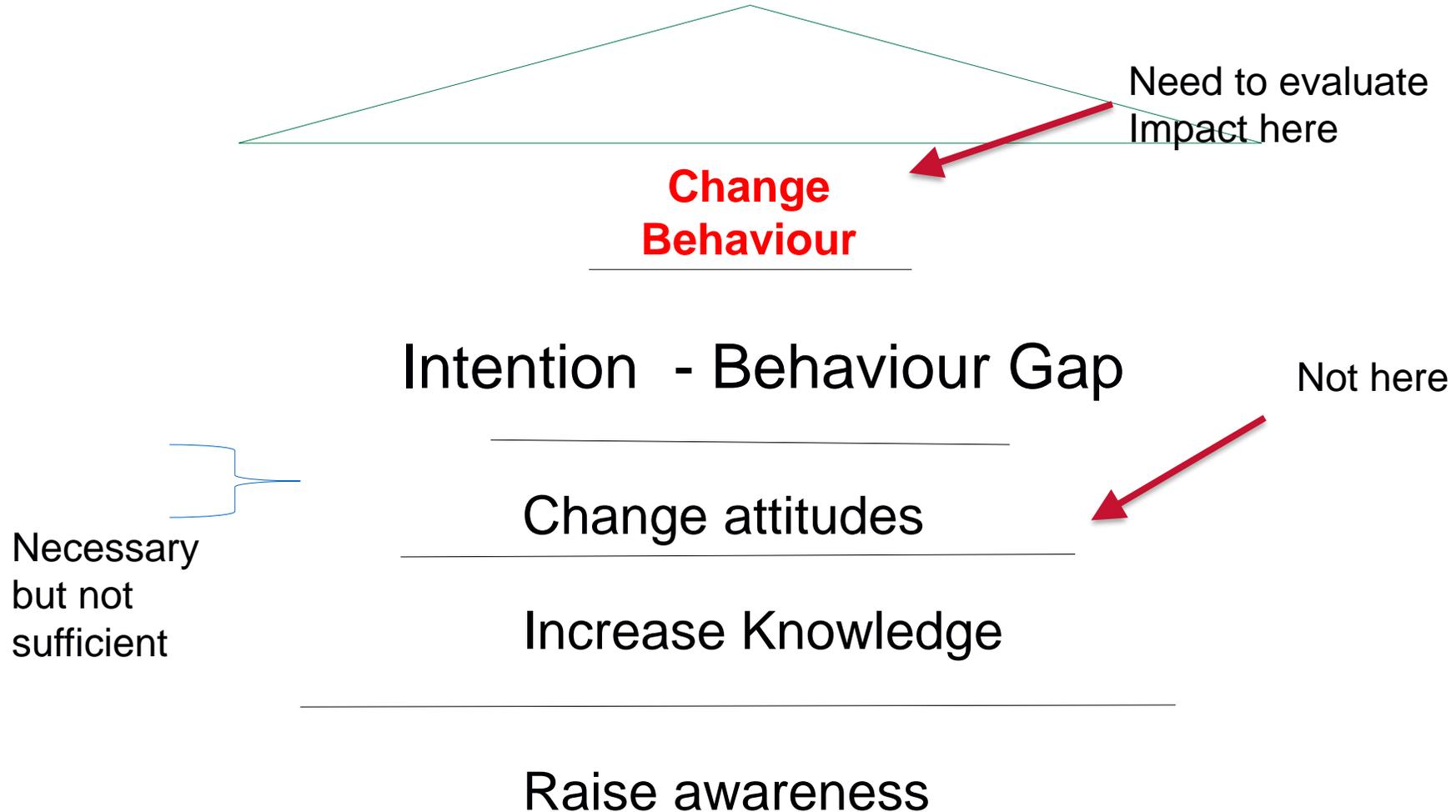
But intentions are a good predictor of behaviour (better than attitudes, perceptions of risk, severity or personality)

A medium-large sized change in intention led to only a small-medium change in behaviour

## The Intention-Behaviour Gap

Mainly due to people who intend to change their behaviour but do not – “inclined abstainers”

Changing one’s intention does not guarantee behaviour change



# Reasons for Intention – Behaviour Gap in fibre intake



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Fibre intake intentions are not met due to:

- We consistently underestimate our own risk in comparison to others
- Misunderstanding of what is a high fibre food
- Cooking & preparation time
- Price
- Rapid abandonment of high fibre diets
- GI symptoms, constipation, taste
- Fussy eaters in a family determine the foods purchased/cooked



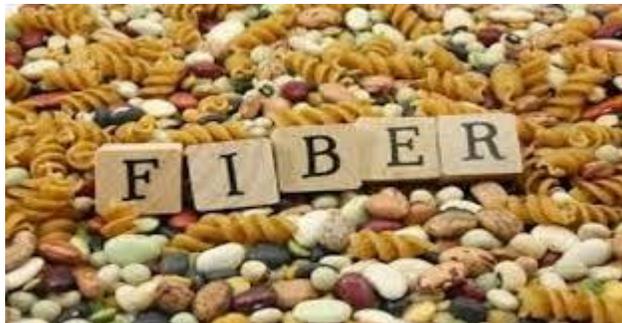
## Beliefs

- Fibre = medicinal “roughage”
- Important for bowel regularity



## Perception

Fibre is brown, needs chewing & doesn't taste good

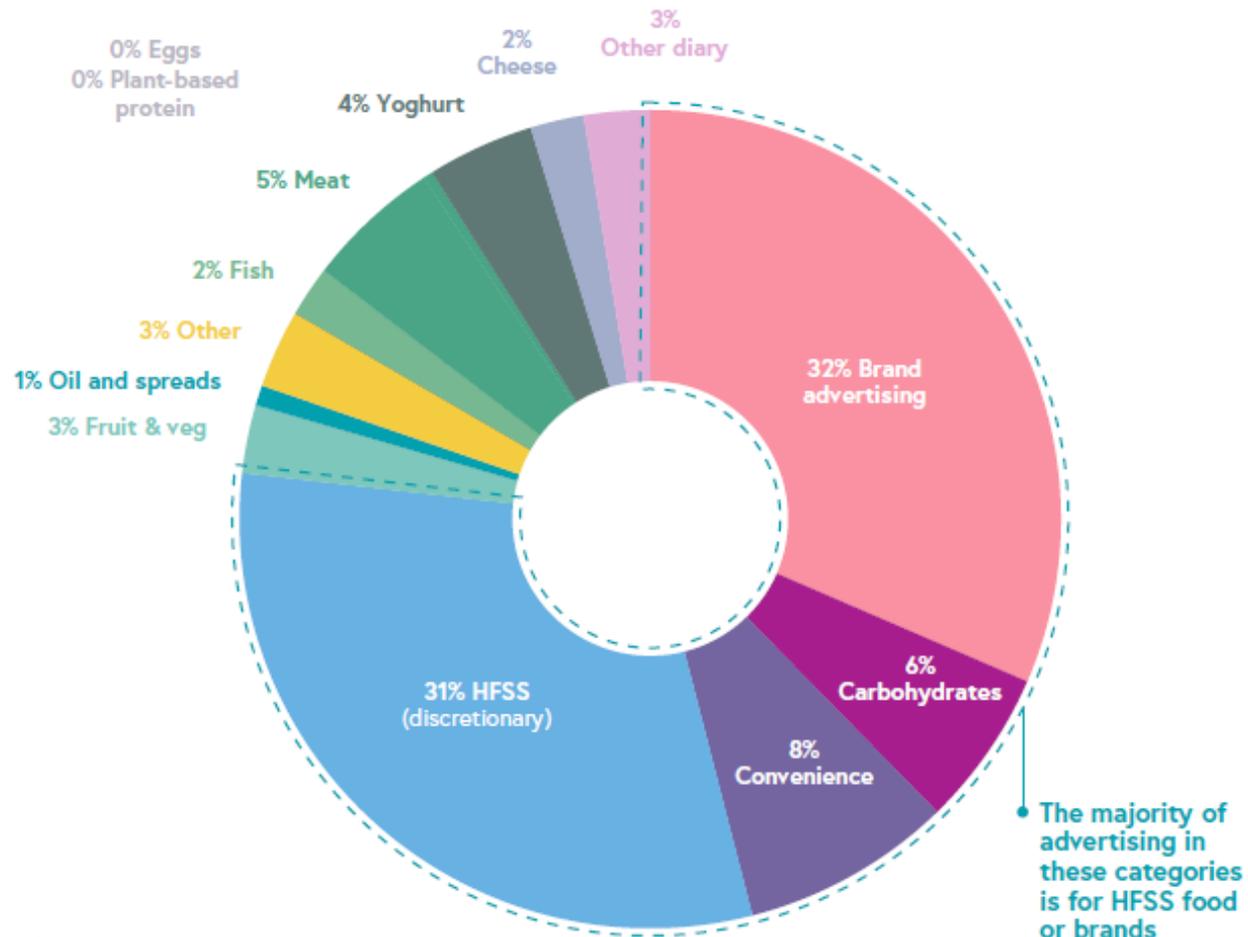




Some industry marketing supports the perception that fibre or carbohydrate is boring or bad

Perpetuates view that Fibre is bland, brown and boring

Most marketing money is spent promoting unhealthy products<sup>23</sup>



# Current dietary trends, social media, KOLs & implications for fibre intake



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Gluten-free 315m hits –reduce fibre  
via reduced bread  
intake/avoidance of wholegrain

Low Carb Diet -166m hits

Younger– social media influence

- Unintended consequence – decreases fibre intake
- up to 20% fibre intake from bread (Hooper et al., 2015)
- Need good tasting, price acceptable alternatives to provide fibre (not from bread)



Consumers don't understand the health messages about fibre

all think it is about digestion "toilet"

Consumer surveys suggest, consumers don't know:

1. What their dietary fibre requirements are
2. What are good sources of fibre
3. Labelling
4. Health benefits



Consumers want to know more & trust messages that  
Fibre is good for them

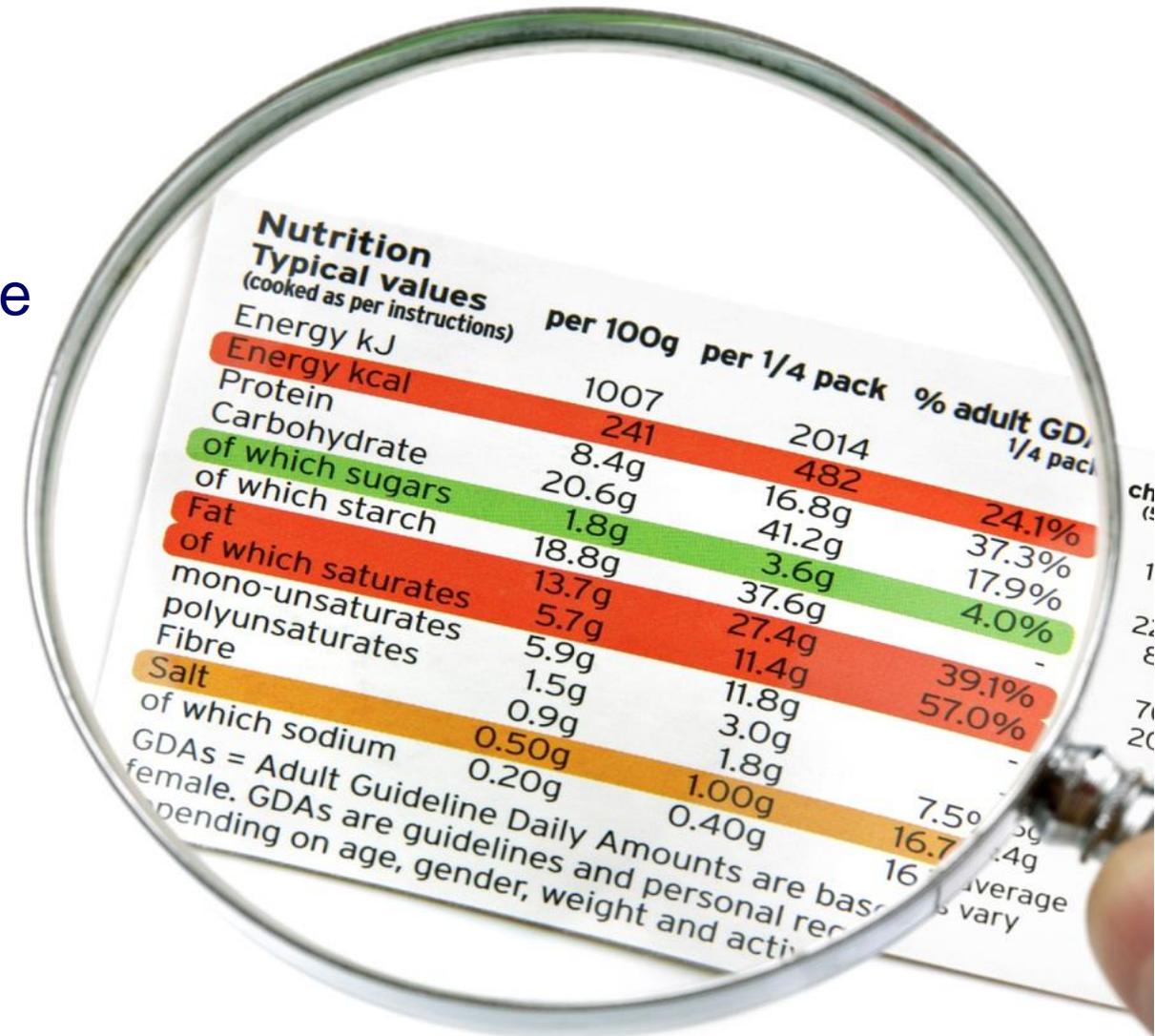
# Communication Strategies to increase fibre intake



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1. Provide clear & concise information
2. Recommend flavourful fibre-rich foods
3. Describe benefits of adequate fibre intake

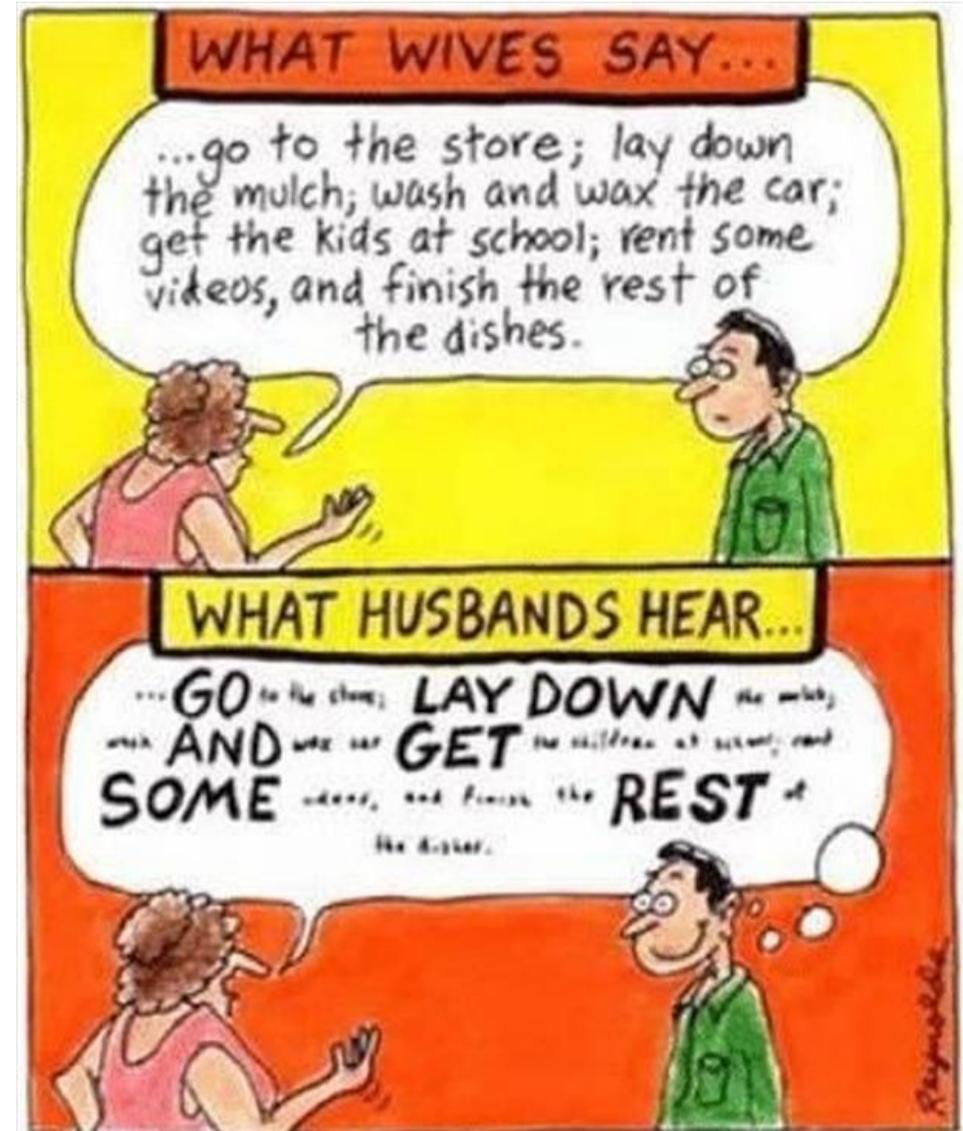
e.g. advise people to consistently check nutritional labels to find good sources of fibre



Messages which incorporate consumer understanding & capabilities are more effective than those formed top-down

Consumer science tell us

- Older people respond more to disease risk messages e.g. CVD, glucose regulation
- Younger people more motivated by satiety & weight regulation messages
- All think about digestive issues!!



Messages often focus on identifying a threat e.g. the negative consequences of doing something (smoking, eating too much sugar/salt ) or of not doing something (not eating 5 day, wearing a seatbelt)



### Positive messages

- Eat a variety of foods (ALL)
- Eat (more) fruits and vegetables (N=11) (excludes Japan and Indonesia)
- Eat plenty of (whole grain) cereals (N=9)
- Enjoy food (N=5) (UK, Australia, Canada, South Africa, Japan)

Fibre messages could be positive - allowed to do something rather than trying to stop



# Strategies to increase fibre intake

People who skip breakfast are more likely to have low fibre intake compared to breakfast eaters.

- **Promote Breakfast Consumption**

Short-term gastrointestinal symptoms could act as a barrier to compliance

- **Advice to increase fibre intake & avoiding GI symptoms**  
e.g. increase fluid intake, gradually increase fibre intake

**Health by stealth** – increase fibre surreptitiously

But healthier ranges are often heavily marketed and are more expensive

- not due to the fibre but due to the other ingredients



Don't make goals unrealistic –

Wont eat lentils every day....

Wont switch from 15g/ to 50g/d without gradual increase

Even a 5g increase will bring health benefits

## Implementation Intentions

If this, then this.....

If I eat bread I will eat wholegrain bread (or 50:50 if starting to increase fibre)

If I eat breakfast, I will choose a high fibre breakfast cereal



## 4. 12-week randomised controlled dietary intervention study



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- 72 Low fibre consuming overweight women randomised to
  - Diet A - healthy eating or
  - Diet B - healthy eating with increased fibre (HF) - up to 25g/day

- *Products*
- *Recipes*
- *Advice*



# Strategies to increase fibre intake to recommendation



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Information - useful to motivate but might not change behaviour on its own

Easy to gauge units e.g. fibre points = 1g to allow easy count of intake

Advice – swap/substitute low fibre for high fibre alternatives

Identify opportune moments e.g. Breakfast

Stealth – adding fibre to recipes e.g. sauces (hiding fibre in food)

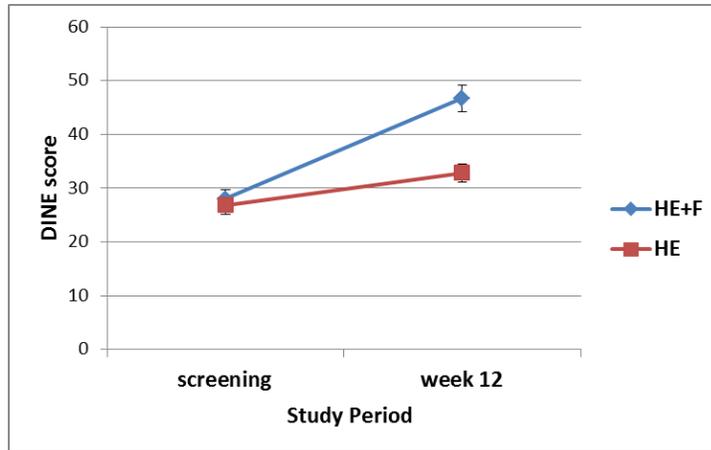
Leeds women's  
Wellbeing

# Change in Fibre Intake over 12 weeks



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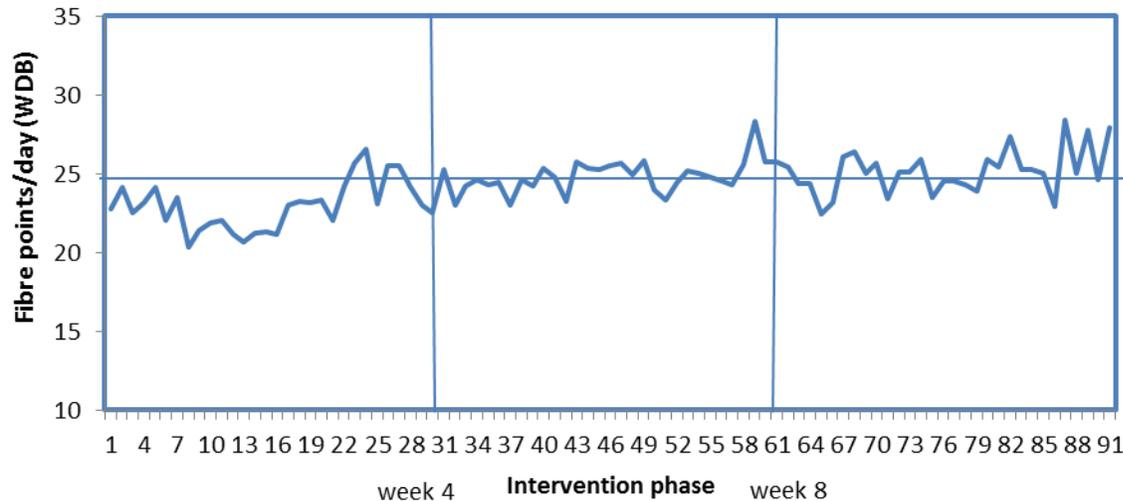
DINE: Fibre score



3-d Food Diary: Fibre g/day

	HE	HE+F
Inclusion	14.1 (0.52)	14.5 (0.59)
Week 12	17.7 (0.76)	25.2 (1.45)

HE+F (N=35) : Fibre points recorded in daily diaries



Leeds women's  
**Wellbeing**

At 1 month follow-up, LWW volunteers maintained 25g/day fibre intake

At 1 year, they had reverted to pre-intervention levels of fibre intake

### Why?

- No free products – expensive
- No support - creative ways to include dietary fibre in meals
- Implementation intention generated by the study – not by participant
- Monitoring by research staff and self-monitoring by participant



### Learning:

- Need to enable people to implement their intentions
- Support to include fibre – free recipes, trial products,
- Promoting/advertising economical sources of fibre

Leeds Women's  
**Wellbeing**

- Under/over/desirable reporting
- Liking -have to like the food to comply
- Breaking diet plan – relapse in restraint – “What the hell”
- Portion size - overestimate – over consume, reluctance to throw away
- Motivation:
  - Weight
  - Health
  - money

## Characteristics associated with compliance

- Women
  - <65
  - white
- Married/cohabitating

### ***Increasing dietary fibre intake could be an important strategy to promote health outcomes***

- Fibre intakes in all populations across EU are lower than recommended guidelines
- *Many higher fibre products are also high in sugar*
- *Careful messages to communicate about fibre and where to get it from – avoid mixed messages*
- *Understand the consumer & tailor messages*
- *Encourage implementation intentions to narrow the intention-behaviour gap*
- *Need for innovation to increase fibre intake – product development and health interventions*



HEALTHY SOIL  
HEALTHY FOOD  
HEALTHY PEOPLE

Part of the Transforming  
UK Food Systems SPF Programme



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## WP5: Research question and brief summary of work

### **How can we most effectively increase fibre intake in low SES populations?**

1. Augmenting fibre intake in children from low SES backgrounds
  - – reformulate products to increase fibre/WG content
  - Demonstrate improved functionality (slower energy release/nutrient absorption -iv digestion, appetite) & palatability
  - Pilot via School Breakfast Programme in schools with high deprivation and community level projects eg social supermarkets
  - Rollout reformulated products to schools/community projects for longer term evaluation

# Action on Fibre – Jackon's Bakery

**Lucy Wilson**

Brand Marketing Manager

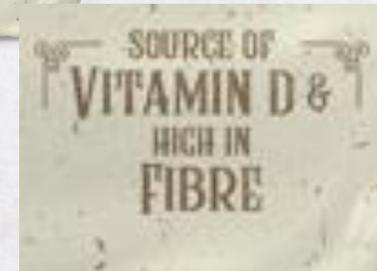
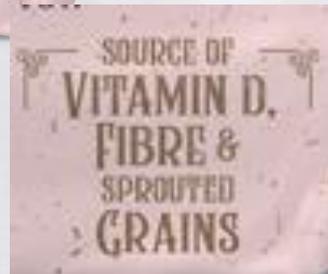
**Jackson's Bakery**

# Where does the brand fit in ?

- Role of NPD
- Dialogue with consumers
- Dialogue with employees
- Working with retailers

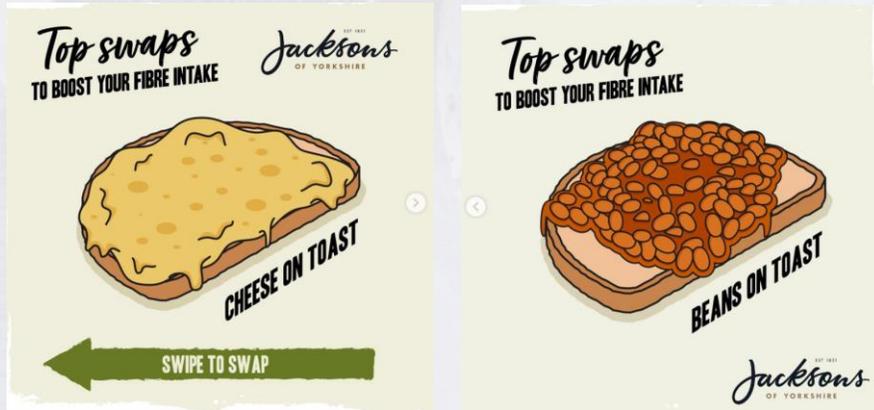
# NPD Is A Key Vehicle to Helping Consumers Make A Lifestyle Change

Launched November 2020

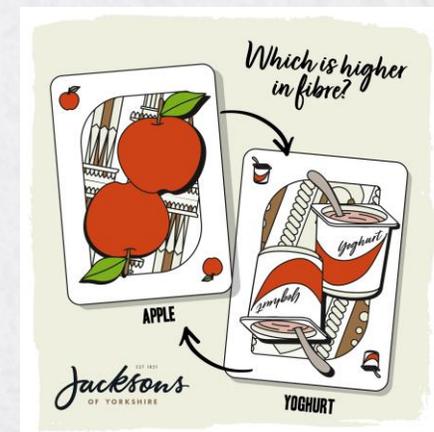
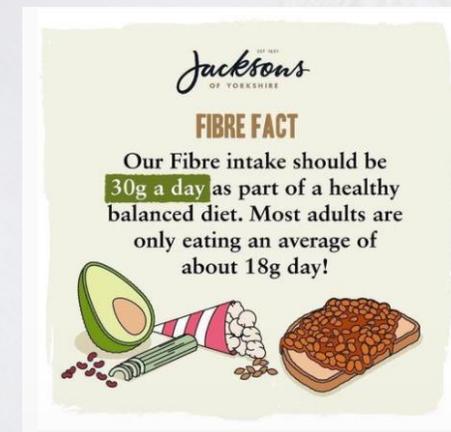
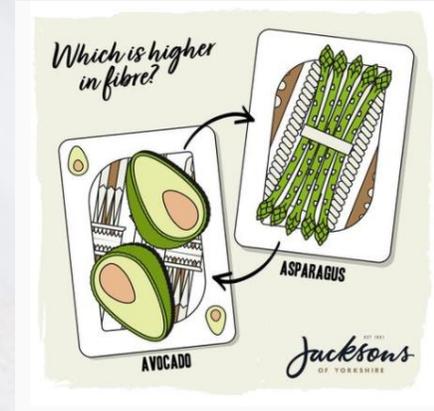
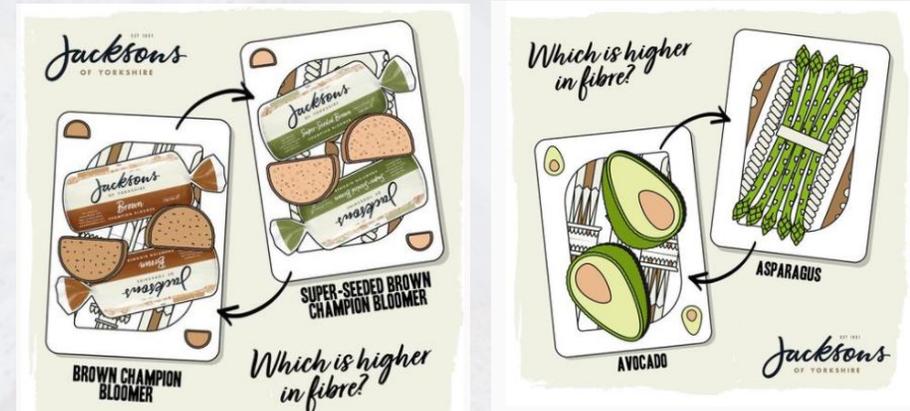


# Starting The Conversation Around Fibre

## Top Swaps



## Higher or Lower



# Packaging & On Pack Claims To Aid Consumer Decision Making

Current on pack claims



High Fibre ✓



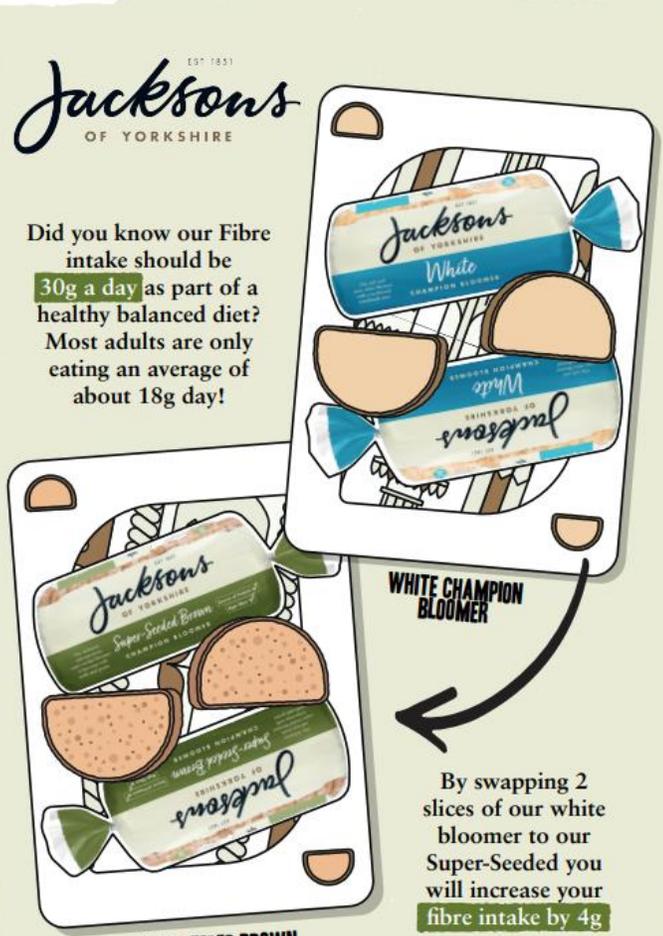
New and improved claim call outs



# Internal Communication Is Important For Staff Wellbeing and Initiative Engagement

**Jacksons**  
OF YORKSHIRE

Did you know our Fibre intake should be 30g a day as part of a healthy balanced diet? Most adults are only eating an average of about 18g day!



**WHITE CHAMPION BLOOMER**

By swapping 2 slices of our white bloomer to our Super-Seeded you will increase your fibre intake by 4g

**SUPER-SEEDED BROWN CHAMPION BLOOMER**



# Next Steps...

- Retailer buy in and support
- Brand Collaborations
- Coming together as a collective group to make a change
- How can we make the subject more interesting and engaging for consumers?

## Using brand communications to encourage fibre intakes



**Anna Collins RD**

Nutrition Manger for Food &  
Dairy

**Nestlé Professional**

# Nestlé FDF Fibre Pledges include focusing on brand communications to help consumers increase their fibre consumption



*We commit to increasing communications to help consumers increase their fibre consumption. This will be through on pack messaging and meal suggestions, as well as online consumer and B2B recipe recommendations.*

- On pack messaging and meal suggestions
- Online consumer and B2B recipe recommendations



# We increased on pack fibre messaging & improved Meal Suggestions



- ✓ Back of pack includes a 'Meal Suggestion'
- ✓ All Meal Suggestions have at least 160g veg per serve (2 veg serves)

**Meal Suggestion**  
For 2 of your 5 a day+  
serve with...

**Meal Suggestion**  
+ For 2 of your 5 a day serve with  
**boiled new potatoes, peas and broccoli**  
**YOUR SHOPPING LIST:**  
4 x 150g chicken breasts  
1 large onion  
250g mushrooms  
480g new potatoes  
160g frozen peas  
1 medium broccoli



- ✓ Back of pack includes a 'Tips for Balance' message
- ✓ Increased the number of products containing a fibre message

**TIPS FOR BALANCE**  
Try wholegrain brown rice to increase your fibre intake

**TIPS FOR BALANCE**  
Leave the skin on your sweet potato wedges to increase your fibre intake

**TIPS FOR BALANCE**  
Increase your fibre by using brown wholegrain pasta

# Extending communications to social media posts to encourage veg intake



**maggi\_uk** Mild and peppery and loaded with veg, our Maggi Juicy Sweet Potato Curry is a meat free meal for the whole family to enjoy. Find out more and get the recipe using the link in our profile. \*Available exclusively at Tesco for a limited time only.  
#MaggicallyMeatFree  
#SimplyMaggical #Maggi #MaggiJuicy #MeatFree #MaggiSeasoning #FamilyMeal #Vegetarian #SweetPotato

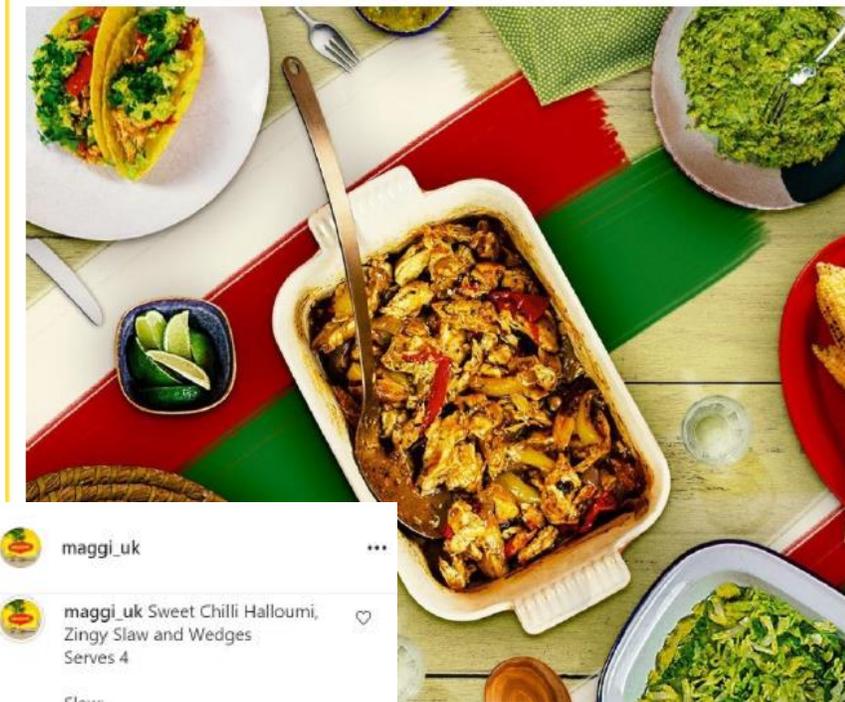
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Liked by shinimk and 124 others



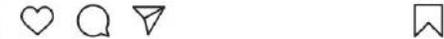
**maggi\_uk**

**maggi\_uk** Weekends are for tucking into delicious home-cooked meals that are packed with flavour and filled with enough veg for you to hit your 5-a-day! 🥬

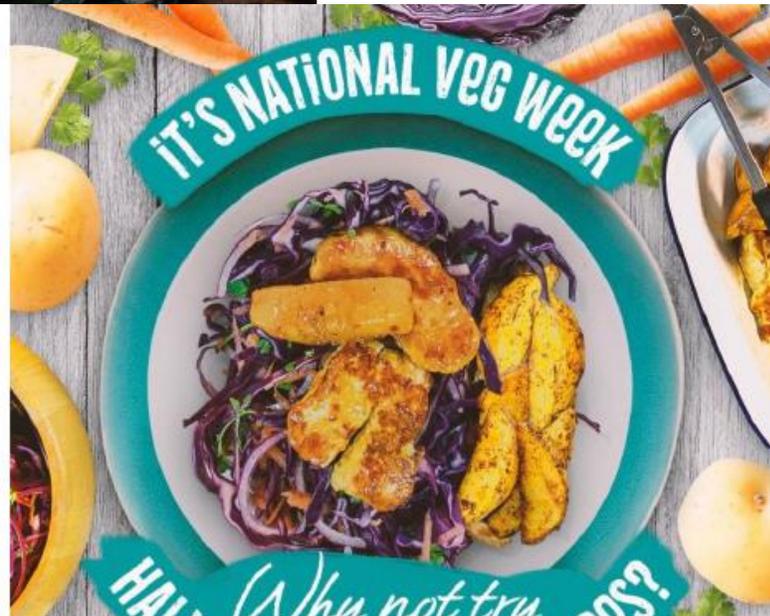
All of our recipes contain at least 2 of your 5-a-day, so click the link in our bio for some tasty weekend recipe inspo.

Psssstttt... if you're making a meal with Maggi this weekend, why not enter our competition for a chance to win £1,000? Share a pic of your creation and the Maggi product you used to make it, use #SimplyMaggicalMeals

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Liked by hemaets and 44 others



**maggi\_uk**

**maggi\_uk** Sweet Chilli Halloumi, Zingy Slaw and Wedges Serves 4

Slaw:

- ✓ ½ red cabbage, finely sliced
- ✓ 1 large red onion, finely sliced
- ✓ 3 medium carrots, grated
- ✓ 1 handful coriander, chopped
- ✓ 2 tbsp apple cider vinegar
- ✓ ¼ tsp pepper

Halloumi:

- ✓ 1 pack (44g) Maggi Sweet Chilli Halloumi Recipe Mix
- ✓ 450g 30% less fat halloumi, cut into 8 slices
- ✓ 4 small slices of fresh

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# Online consumer recipe recommendations include 2 of your 5 a day



🕒 1 H. 👨‍🍳 INTERMEDIATE  
**VEGAN SHEPHERD'S PIE**



🕒 2 H. 40 MIN 👨‍🍳 INTERMEDIATE  
**HARISSA ROASTED CAULIFLOWER WITH SPICED MEATBALLS**



🕒 1 H. 15 MIN 👨‍🍳 EASY  
**SAUSAGE AND ROASTED VEG TRAY BAKE**



Source of fibre claim on front of pack

- Internal recipe guidelines**
- Include at least 2 of your 5 a day = fibre!
  - Under 600kcal per serve
  - Meet UK Salt Reduction targets
  - Avoid red 'traffic lights'

# Our commitments extend to Out of Home recipe recommendations with 2 of your 5 a day & nutrition tips



### WRAP WITH FILLET PIECES

Line up lunchtime with this tasty vegan tortilla wrap full of bold flavours and surprising textures. The vegan dish makes a perfect on-the-go option or healthy treat.

**Serves 10**  
**Prep Time: 10 Mins**  
**Cook Time: 15 Mins**

**Ingredients**

- 800g Garden Gourmet Fillet Pieces
- 10 x tortilla wraps
- 400g courgettes
- 200g aubergines
- 400g tomatoes
- 800g romaine lettuce
- 100ml olive oil
- 40g crushed garlic
- 30g thyme
- 100g vegan light mayonnaise
- 20ml lemon juice

**Method**

1. Slice the courgettes and aubergines into slices, put on a baking tray with olive oil, garlic and thyme and bake for 10 minutes at 170° in the oven.
2. Slice the leaves out of the romaine lettuce and cut the slices of tomatoes.
3. Mix the mayonnaise with the lemon juice and add some water to adjust the texture.
4. Put the tortilla flat on a cutting board, spread the sauce on top and add the salad, the grilled vegetables and the vegan fillet pieces.
5. Roll into a wrap, cut in half and serve.

Each portion (specially prepared)				
Energy	Fat	Saturated fat	Fibre	Salt
23%	25%	11%	9%	13%

of an adult's Reference Intake (RI)  
Energy per 100g: 210 kJ / 50 kcal

Nestlé Nutrition Manager, Anna Collins  
 Why not offer a choice of wholemeal wrap with this dish? Wholemeal options can provide extra fibre.

### Internal recipe guidelines

- Include at least 2 of your 5 a day = fibre!
- Under 600kcal per serve
- Meet UK Salt Reduction targets
- Limit red 'traffic lights'



Why not offer a choice of wholemeal wrap with this dish? Wholemeal options can provide extra fibre



Good food, Good life



Thank you

Anna Collins

Nutrition Manager Food & Dairy, Nestlé Professional

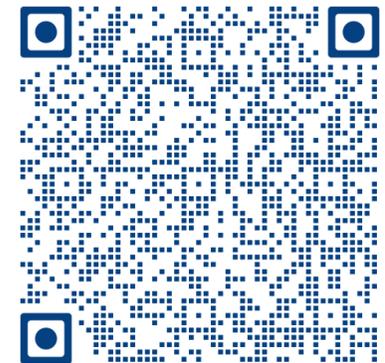
24/02/2022

# Panel Discussion

***Thank you for listening!***

**Amy Glass**  
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**Fiyin Makinwa**  
Diet and Health Executive  
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Entries  
are now  
open!

fdf  
AWARDS

food and drink federation

2022

**Diet & Health**

**Registered Nutritionist**

**Nutritionist**

**/ Dietitian of the Year**

Deadline for entries:

**28 February 2022**

<https://www.fdf.org.uk/fdf/events-and-meetings/fdf-awards/>