

FDF Action on Fibre



Cereal Partners Worldwide
Nestlé and General Mills

Cereal Partners UK

Commitment:

Cereal Partners Worldwide UK pledge to play our part in helping to bridge the gap between the UK's dietary recommendation for fibre and actual fibre intakes. We produce a wide range of family favourite breakfast cereals including SHREDDIES, CHEERIOS, SHREDDED WHEAT and NESQUIK. We plan to help bridge the fibre gap through a combination of actions. We pledge to launch new and tasty high fibre breakfast cereals with strong marketing and trade support to maximise their chances of success. We also pledge to execute a variety of marketing initiatives focussed on promoting whole grains. This will include supporting national and international initiatives such as International Whole Grain Day.

Cereal Partners UK pledges:

-  To launch new high fibre products such as Cheerios Vanilla Os, Nesquik Mix and new flavours of Shreddies between Q3 of 2021 and Q2 of 2022.
-  To carry out a number of activities to shift consumers to higher fibre options. These include:



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- Featuring our higher fibre cereals in as many off-shelf locations and price promotions as possible by engaging with retailers and leveraging our whole grain advantage.
- Suggesting to retailers ways to make higher fibre, wholegrain cereals as visible as possible both instore and online via point of sale, shippers, swap suggestions, online banners and filters, etc.
- Featuring our higher fibre products in on-pack promotions to drive sales uplifts.
- Communicating the fact that whole grain is our no. 1 ingredient through ATL and BTL campaigns.
-  To signpost the fact that whole grain is our no. 1 ingredient through our green banner and draw attention to this in multiple shopper marketing and consumer communications.
-  To encourage brand managers to feature ‘High in Fibre’ or ‘Source of Fibre’ on as many products as possible – particularly new products.