

FDF Action on Fibre





Jacksons of Yorkshire

Commitment:

Part of the William Jackson Food Group, Jacksons has bakeries in East Riding of Yorkshire and Northamptonshire. We are passionate about baking great bread, not only for our brand, but also for our own-label and sandwich manufacturing customers. Over the past few years we have been focussed on increasing the fibre content in a number of our core products. We have been successful in this area, which has motivated us to continue to innovate and launch more great tasting, higher fibre bread. We are delighted to be part of the FDF's Action on Fibre and hope to play our part in increasing the nation's fibre intake by encouraging consumers to choose tasty, higher fibre bread options.




Jacksons of Yorkshire pledges:

-  That all new bread products (bloomers, farmhouse and bread rolls) launched will have a minimum of a source of fibre (3g/100g), with a supporting on pack claim
-  In '22 at least 2 NPD skus to be high in fibre (6g/100g), with a supporting on pack claim.



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-  To post a minimum of three times a month on the subject of Fibre and its benefits
-  That our entire bread range (bloomers, farmhouse and bread rolls) to have on-pack fibre claims.
-  To use internal initiatives to encourage colleagues to swap to one of our high fibre bloomer options, instead of white and build awareness of recommended 30g a day fibre intake