

FDF Action on Fibre

Nomad Foods



Nomad Foods – Birds Eye, Aunt Bessie’s and Goodfella’s

Commitment:

Nomad Foods, through its UK brands Birds Eye, Aunt Bessie’s and Goodfella’s, is committed to help ‘close the gap’ between fibre intakes and the UK dietary recommendation. We believe that we can support this commitment by focussing on both products and communications. As part of our wider nutrition strategy we pledge to bring new products and innovations to the market that contain more fibre, as well as to increase the fibre content of current products through reformulation. Additionally, we pledge to provide online positive fibre messaging and educational content, along with serving suggestions and recipes which include a source of fibre. Finally, we pledge to support Fibre February, to contribute to the promotion of higher fibre diets.

Nomad Foods – Birds Eye, Aunt Bessie’s and Goodfella’s Pledges:

-  To bring new products to the market that are a source of or high in fibre across our three brand portfolios, Aunt Bessie’s, Goodfella’s and Birds Eye. We will achieve this by evolving and utilising our Fibre Toolkit and working with our product development community.

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-  To reformulate products across our three brand portfolios to increase the fibre content across 2021 and 2022. This will be undertaken to both make products a source of or high in fibre, and to aim to move some products to become non-HFSS. We will achieve this by evolving and utilising our Fibre Toolkit and working with our product development community.
-  To provide positive fibre messaging and educational materials, in addition to serving suggestions and recipes which provide a source of fibre, on our digital brand platforms. Our positive fibre messaging and educational materials will adhere to Nutrition and Health claims regulations, and link to scientifically credible external education sites where appropriate. Our serving suggestions and recipes which provide a source of fibre will be especially developed for our products which do not provide a source of fibre themselves, ensuring consumers consume a meaningful portion of fibre in a complete meal made with these products.
-  To support Fibre February annually. We will provide brand and corporate Nomad Foods digital channel support. We will additionally seek opportunities for internal employee engagement with this event across our UK sites