

FDF Action on Fibre



Schär

Commitment:

At Schär, the health, nutrition and wellbeing of our consumers is pivotal to our business. We produce products for people who avoid gluten, a population whose nutritional health may be of concern and in whom optimising gut health is essential. In recognition of the vital role that dietary fibre plays in supporting health and preventing disease in the whole population, alongside the chasm that exists between current population fibre intakes and those that are recommended, our pledges will be all-encompassing and span product development, marketing and work place health. The fibre content of our best-selling loaves will be increased and their fibre credentials will be a focus of consumer marketing communications. We will support national health and nutrition events with consumer information and educational assets to inform and support the public to increase their fibre intake. With the support of our company dietitians, we will initiate an internal work-place nutrition education programme, supporting colleagues to make a positive difference to their health by increasing fibre intake.

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Schär Pledges:

-  To bring to market a vegan, veggie topped pizza that will contain over 20% more fibre than our current highest fibre frozen pizza and be able to claim 'a source of fibre'. This will be achieved by using multigrain base containing a blend of 6 nutritious, naturally gluten free whole flours, alongside a vegetable topping. Furthermore, this product will offer the lowest saturated fat content of all currently commercially available GF frozen pizzas and contain no artificial colours or flavours.
-  Our best-selling staple bread products; Schar Wholesome White, Seeded and Vitality Loaves will be re-launched over summer 2021 with a new recipe and increased fibre content – average 11% increase across the 3 lines. Our Wholesome Vitality loaf will contain 9.5g fibre/100g, therefore becoming our highest fibre loaf ever, with two slices providing over 20% of the 30g daily fibre requirement. The fibre content and credentials of this product will be highlighted on front-of-pack and become one of the primary features of the marketing campaign we use to promote this product re-launch.
-  With the support of local marketing, agencies and company dietitians, we pledge to develop fibre-related assets & content for our website,

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newsletters and social media channels during 'Food & Nutrition Week' and Fibre February. This content will promote the importance of fibre and practical methods for increasing fibre intake and will take the form of fibre-enriched recipes and infographics.

-  We further pledge to develop healthcare professional (HCP)-directed communications to complement our fibre commitment pledges during fibre February or sooner. This will take the form of a medical press article and dedicated HCP newsletter to report on the fibre content of GF, Schär's quality commitment and the FDF fibre commitment.
-  In line with our recently published Schär Quality Commitment, we pledge to maximise the fibre content of new products at concept and development stage, and where possible, increase the fibre content of existing products at each reformulation opportunity. All multigrain and healthy positioning products, across all categories will contain a minimum 6g fibre/ 100g, and will therefore bare the front-of-pack claim 'high in fibre'.
-  As part of our planned marketing campaign to support the launch of our Wholesome vitality loaf (summer/ autumn 2021), we pledge to create influencer-generated recipes, with a focus on boosting fibre intake. These will be shared on our social media channels.

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-  We pledge to time our fibre-related marketing and work place health activities to support the FDF Celebrating Food and Nutrition Week (Sept 2021) and Fibre February (2022).
-  In collaboration with our company dietitians and human resources team, we pledge to initiate a work-place nutrition awareness event centred on the importance of fibre. During this event, we will provide all Dr Schar-UK employees with fibre-related information packs and fibre-boosting hampers. Volunteer employees will be selected to make individual fibre pledges to improve the fibre content of their own diets, and results reported on internally to motivate other colleagues.