

FDF Action on Fibre



Westmill Foods

Commitment:

Westmill Foods pledge to support the FDF's fibre initiative through our Elephant Atta Chakki Gold brand which is high in fibre. We will publish recipes, conduct product sampling and develop communications that help our customers make healthier choices. We will consider fibre levels in all our innovation and will continue to launch and reformulate products that are a source of or are high in fibre wherever possible.

Westmill Foods Pledges:

-  We are currently working on our innovation pipeline and pledge to consider launching a new Chakki Multigrain product with the aim to have the highest fibre level or any atta in the market
-  We pledge to continue advertising our higher fibre products such as Chakki Gold highlighting to consumers the approved EFSA health claims relating to Fibre. Our TV advertising for Chakki Gold includes the line Naturally High in Fibre which is good for digestion and has the EFSA claim Wheat bran fibre contributes to an acceleration of intestinal transit
-  We pledge to offer Chakki Gold in a variety of pack sizes at competitive prices with special offers at key times of the year



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-  We pledge to label all our higher fibre options with appropriate health claims
-  We are working with influencers to develop healthy and higher fibre recipes using our Chakki Atta.
-  In 2022, we pledge to support fibre February through social media and other communications
-  In Financial year 21/22 we will launch a grassroots programme to educate our target market about making healthier eating choices through sampling and recipes as well as working with Heart UK (the leading cholesterol charity) Fibre will also feature as the leading product will be Chakki Gold