

WELCOME...



FDF FIBRE FEBRUARY WEBINAR

Reformulation, innovation and targeted initiatives to help bridge the fibre gap in lower socioeconomic groups

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Sponsor address



Dr Kavita Karnik

Global Head of Nutrition,
Regulatory and Scientific Affairs
Tate and Lyle



FDF Action on Fibre Initiative



Fiyin Makinwa

Senior Diet and Health Executive

FDF

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FDF Action on Fibre



Fiyin Makinwa, Senior Diet and Health Executive

Benefits of fibre




Bowel function

May support a healthy body weight

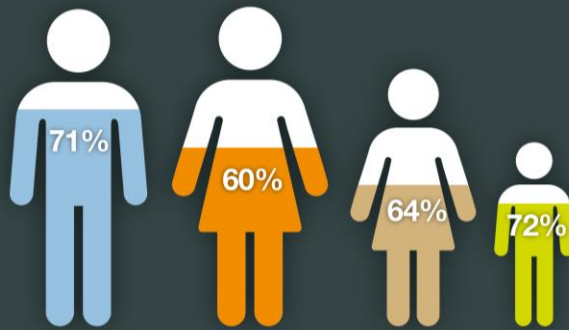
Beneficial effect on gut bacteria

Lower risk of

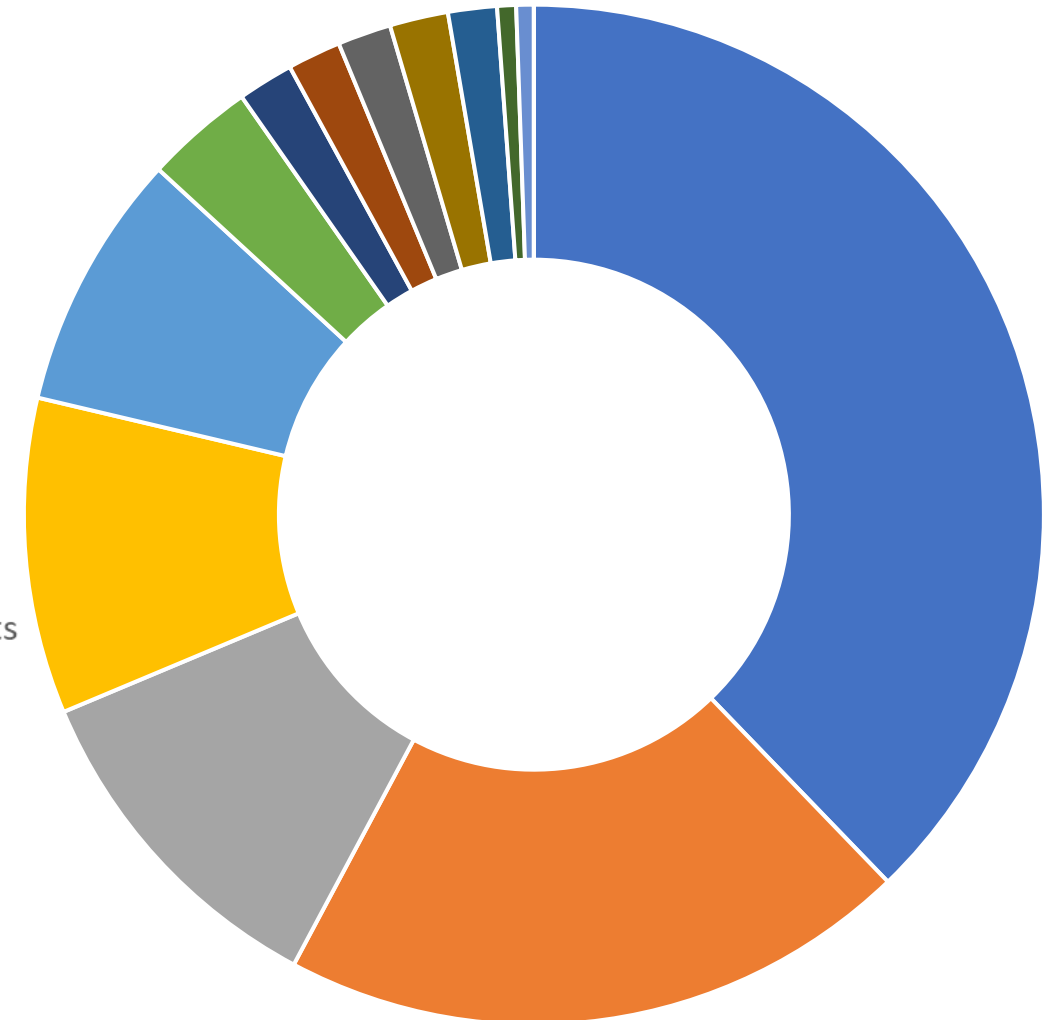
- Cardiovascular disease
 - Type 2 diabetes
 - Certain types of cancer
- 

Fibre consumption in the UK

On average men and women consume **71%** and **60%** of the recommended amount of fibre, respectively. Children consume only **64%** (11 - 18 years) and **72%** (4 - 10 years) of the recommended amount.



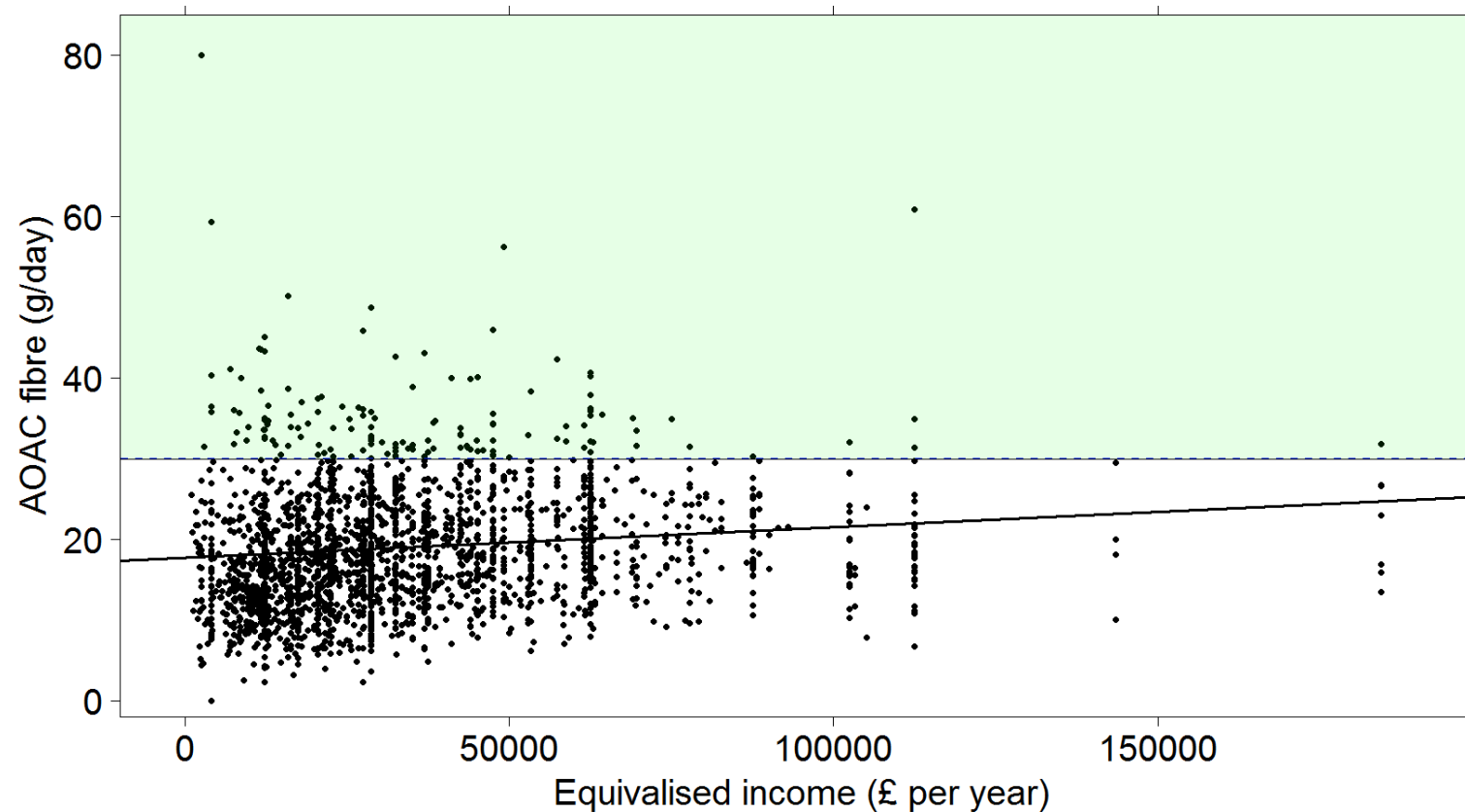
Contribution of foods to fibre intake



- Cereals and cereal products
- Vegetables
- Meat and meat products
- Potatoes incl potato products
- Fruit
- Miscellaneous incl. soup, savoury sauces, pickles, gravies and condiments
- Milk and milk products
- Fish and fish dishes
- Savoury snacks
- Nuts and seeds
- Sugar, preserves and confectionery
- Eggs and egg dishes
- Non-alcoholic beverages
- Fat spreads
- Alcoholic beverages

Fibre intake by equivalised income

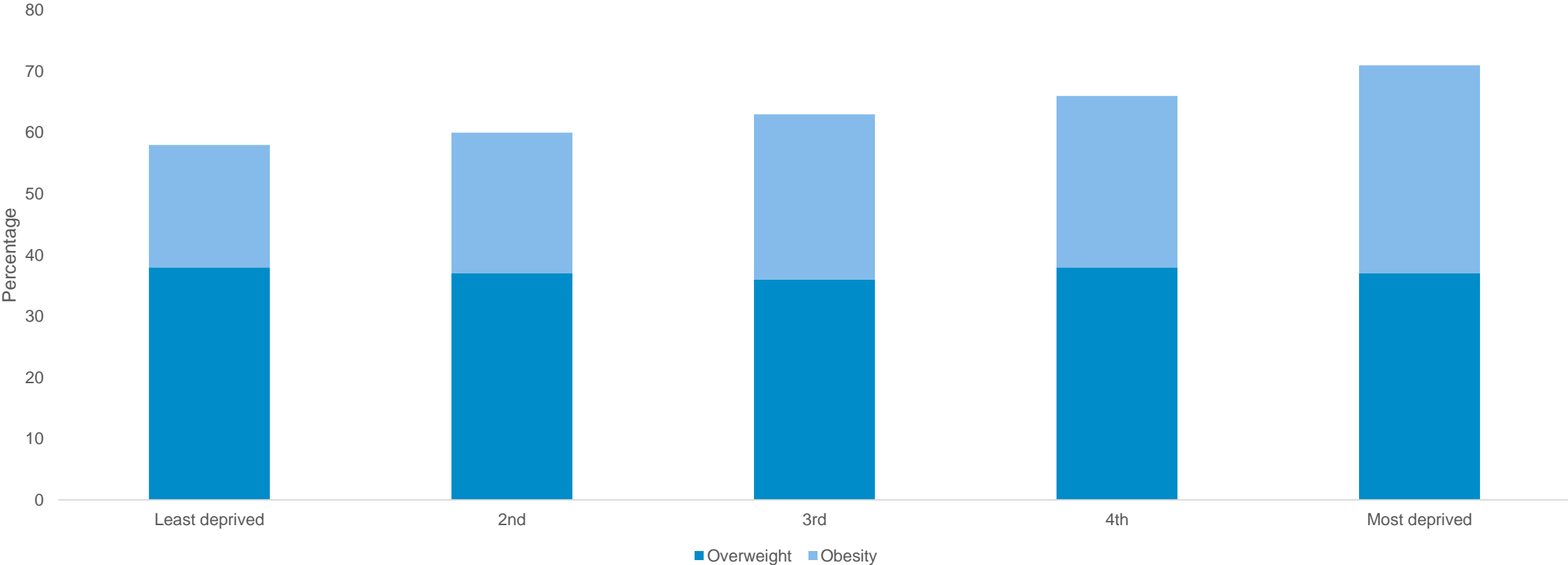
**AOAC fibre (g/day) adults 19-64yrs
with regression line and DRV**



Health disparities in the UK



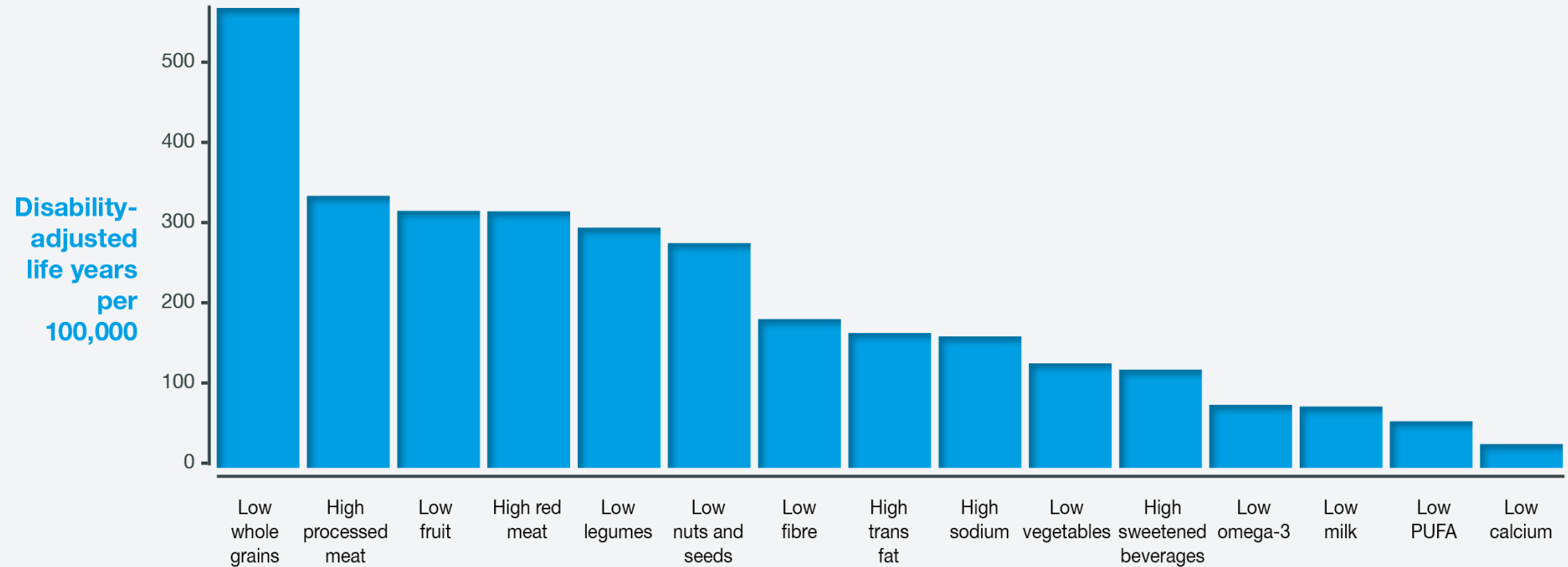
Prevalence of overweight and obesity by index of multiple deprivation



Graph developed using data from the Health Survey for England 2021 part 1 data table <https://digital.nhs.uk/data-and-information/publications/statistical/health-survey-for-england/2021>

Global burden of disease

The Impact of Dietary Risk Factors in the UK



United Kingdom, both sexes, 2019

Member companies signed up to this commitment are working to help ‘**bridge the gap**’ between fibre intakes and the dietary recommendation. This will be achieved by **making higher fibre diets more appealing, normal and easy for the population**. This is in the context of a healthy, balanced diet and in line with the Eatwell Guide and dietary recommendations.



FDF Action on Fibre Framework



Bring new higher fibre products and innovations to the market



Use the power of marketing to shift consumers to higher fibre options



Provide on pack messaging, recipe suggestions and meal kit ideas that increase fibre



Engage stakeholders on the importance of fibre



Encourage higher fibre foods in the workplace



Increase the fibre content of current products through reformulation



Use labelling to identify higher fibre options



Support annual events promoting fibre



Encourage food service suppliers to provide higher fibre options



Members can create their own pledge



FDF Action on Fibre

fdf

TATE & LYLE



Warburton's
Family Bakers

Kellogg's



Nomad Foods

GOODFELLAS



Member activity



Daymer Ingredients Limited
341 followers
3mo

#FibreFebruary

Look out next week for our #HighFibre concept that we've been busy developing! Let's all help bridge that gap between fibre intake and dietary recommendations

#Daymer #ActionOnFibre #FDF

Action on Fibre

On average men and women consume 71% and 60% of the recommended amount of fibre, respectively. Children consume only 64% (11 - 18 years) and 72% (4 - 10 years) of the recommended amount.

5

Like Comment Share



Seeds & Grains Influencer Activity - w/c 23rd May

It's British Sandwich Week this week and we've sent a number of Influencers a Warburtons Hamper, asking them to #SeedsTheDay and share their seeded inspired sandwiches using our new range of loaves

Seeded paper note & plant pot

Product information will be printed on seeded paper - a nod to the recycled element of the packaging - which can be reprinted and used to plant summer flowers!

The gift will be beautifully prolonged up in a wicker hamper which can be used for the Influencers to place their seeded sandwiches in, ready for a British Sandwich Week picnic.

SEEDS DAY



NO ARTIFICIAL PRESERVATIVES

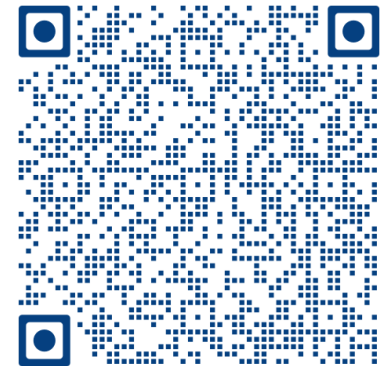
HIGH IN FIBRE

SOURCE OF OMEGA 3

PALM OIL FREE

Thank you for listening!

Fiyin Makinwa
Senior Diet and Health Executive
Fiyin.Makinwa@fdf.org.uk



Targeted initiatives to help bridge the fibre gap in lower socioeconomic groups



Dr Katie Adolphus
Postdoctoral Research
Fellow
University of Leeds



Professor Louise Dye
Chair in Nutrition &
Behaviour
University of Leeds

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Targeted initiatives to help bridge the fibre gap in lower socioeconomic groups

Healthy soil, Healthy food, and Healthy people (H3)

Dr Katie Adolphus RNutr and Professor Louise Dye

Postdoctoral Research Fellow

Chair in Nutrition & Behaviour



**HEALTHY SOIL
HEALTHY FOOD
HEALTHY PEOPLE**

Human Appetite Research Unit
School of Psychology
University of Leeds

School of Food Science and Nutrition
University of Leeds



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Outline



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1. Healthy soil, Healthy food, and Healthy people (H3)
 - Overview and work packages
2. Fibre consumption in the UK
 - Focus on low SES groups
 - Health behaviour change in low SES groups
3. Fibre reformulation
 - Background
 - Modelling study on what fibre reformulation could achieve
4. The new H3 fibre work package
 - Co-designing interventions with industry



HEALTHY SOIL
HEALTHY FOOD
HEALTHY PEOPLE





**HEALTHY SOIL
HEALTHY FOOD
HEALTHY PEOPLE**

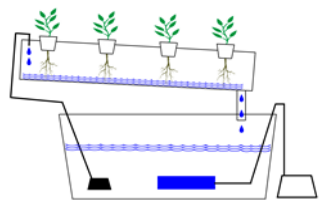


Transforming UK food systems for healthy people & a healthy environment

- **Transform the UK food system by placing healthy people & a healthy natural environment at its centre.**
- **Addressing questions around what we should eat, produce & manufacture & what we should import, taking into account the complex interactions between health, environment & socioeconomic factors.**



**HEALTHY SOIL
HEALTHY FOOD
HEALTHY PEOPLE**



Novel
growing
techniques



Hybrid
farming



Regenerative
agriculture



Biofortification
to increase
micro-nutrient
profiles



Interventions
to increase
fibre access &
intake



Increasing
food system
resilience

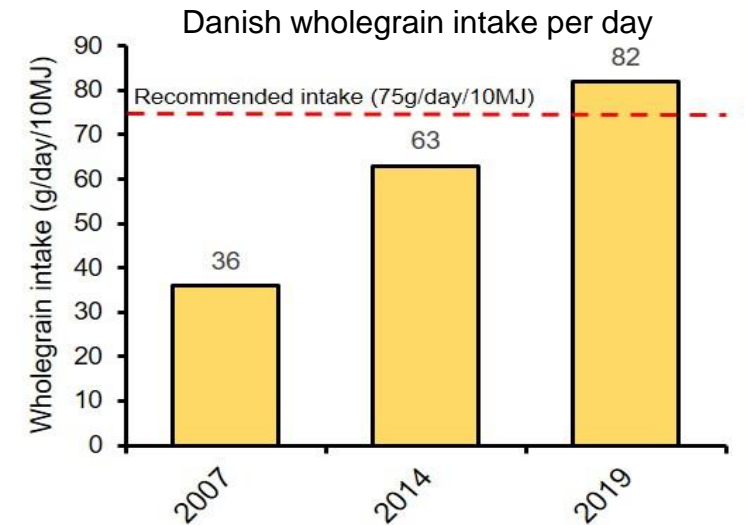
Transforming the UK food system 'from the ground up' with interventions at the lab, farm, landscape and consumer scale

Learning from The Danish Wholegrain Partnership



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- A public-private partnership - government, health NGOs, and food industry
- Aim: increase WG intake, improve accessibility and awareness of WG products and health benefits
- Combination of scientific evidence, dietary guidelines, logo, product reformulation and innovation, communication and education
- WG intake doubled and availability increased
- Not evenly distributed across SES
- Reaching low SES populations is critical to address diet-related health disparities



Danish market availability of food products branded with the DWP WG logo



HEALTHY SOIL
HEALTHY FOOD
HEALTHY PEOPLE

Fibre recommendations and strategies



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- SACN 30g/day for adults
- Constipation, intestinal transit time, faecal mass
- LDL-cholesterol, cardiovascular diseases, colorectal cancer, T2DM.
- BNF dietary modelling on feasibility of recommendation.

Possible to consume 30g/day if:

- Meals are based on starchy foods
 - High fibre snacks are selected
 - 8 portions F&V
- Not reflective of average diets in the UK
 - Public health campaigns and education
 - **Formulate** foods with increasing levels of fibres via **innovation and reformulation**

Replace pre-existing products

- Gradual and 'silent' reformulation
- Without significantly altering food choices

Add to pre-existing versions

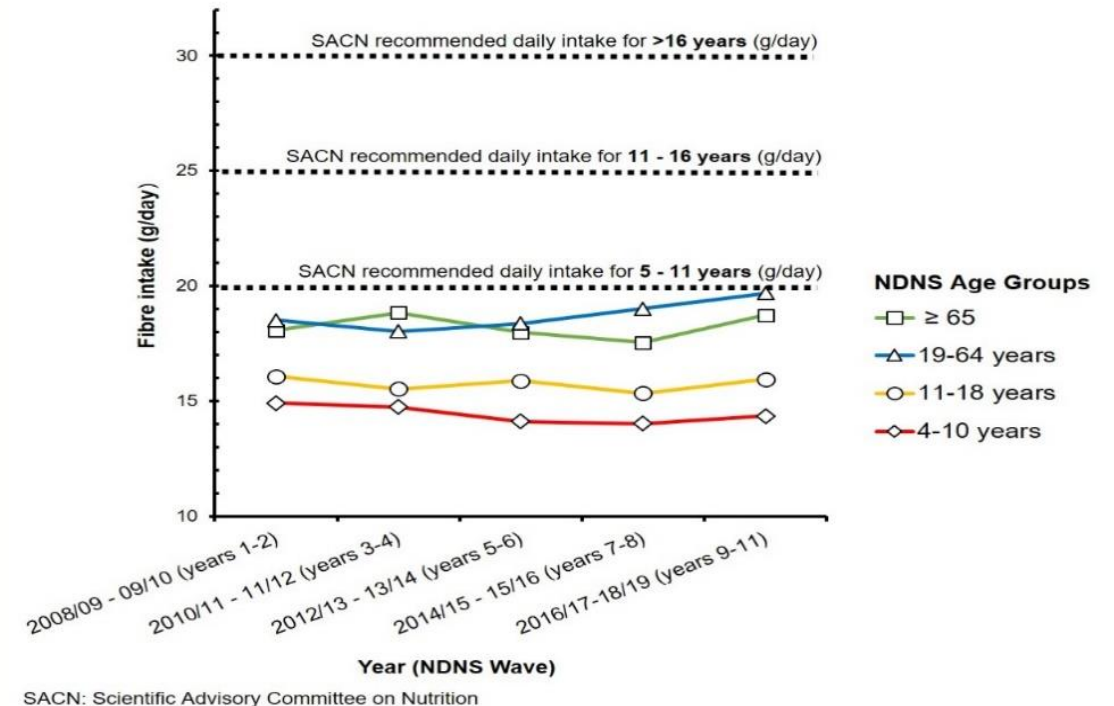
- Diversification of products
- Adding food choices
- Marketing strategies may actively encourage consumers to switch

Fibre intakes in the UK



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- Mean intake of fibre is below 30g/day for all age groups
- Adults (19-64 years): mean intake of fibre is 19.7g and 9% meet the recommendation.
- Fibre intakes are fairly stable overtime, but a small significant increase in fibre intake of 0.2 g/day per year for adults aged 19-64 years.
- Public health information campaigns and reformulation/innovation actions ineffective at increasing fibre intake in UK.

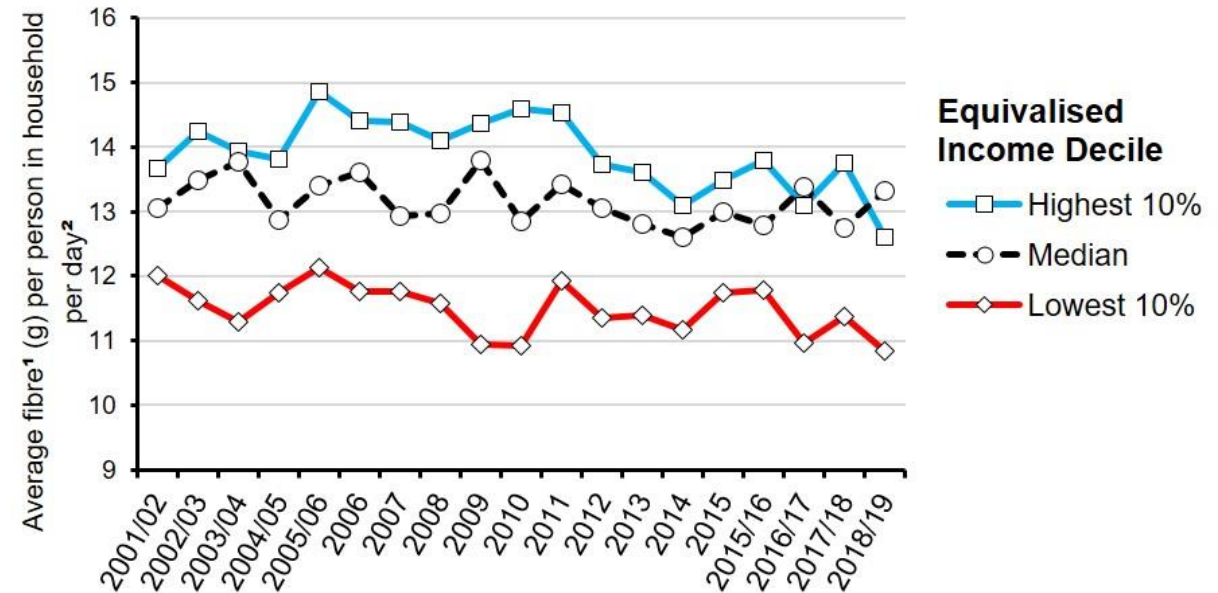


Socioeconomic differences in fibre intakes in the UK



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- Fibre intake increases with increasing income
 - Female adults (19-64 years) showed a significant increase in fibre intake of 0.5g/day for every £10k increase in equivalised income.
- Intakes of most micronutrients also increases with income
- The average UK quantity of fibre purchased per person per day is lower for the lowest equivalised income deciles between 2001/02 – 2018/19



¹Fibres non-starch polysaccharides.

² Intake estimated as average purchased available dietary fibre (in grams) divided by total number of household occupants

- NDNS Years 1 to 9 of the Rolling Programme (2008/2009 – 2016/2017): Time trend and income analyses
- DEFRA (2018/2019). Family food datasets: Equivalised income decile group, Household Nutrient Intakes: <https://www.gov.uk/government/statistical-data-sets/family-food-datasets>.
- DEFRA, *Food Statistics in your Pocket*. 2022.

Barriers to fibre consumption



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- Sensory profile
- Consumer perceptions: Starchy food associated with weight gain or digestion discomfort
 - Fattening/heavy/filling/bloating/sluggishness
- Cost of food: less nutritious foods often cheaper and higher diet quality associated with higher diet cost.
 - Food inflation, cost of living crisis, increasing food insecurity will drive further SES inequalities in fibre intake
- Longer preparation and cooking time
- Lack of cooking skills or facilities
- Need to eat (and cook) separately - often families do not eat together
- Lack of awareness of high fibre foods and health benefits
- Rapid abandonment of high fibre diets
 - GI symptoms, constipation, taste



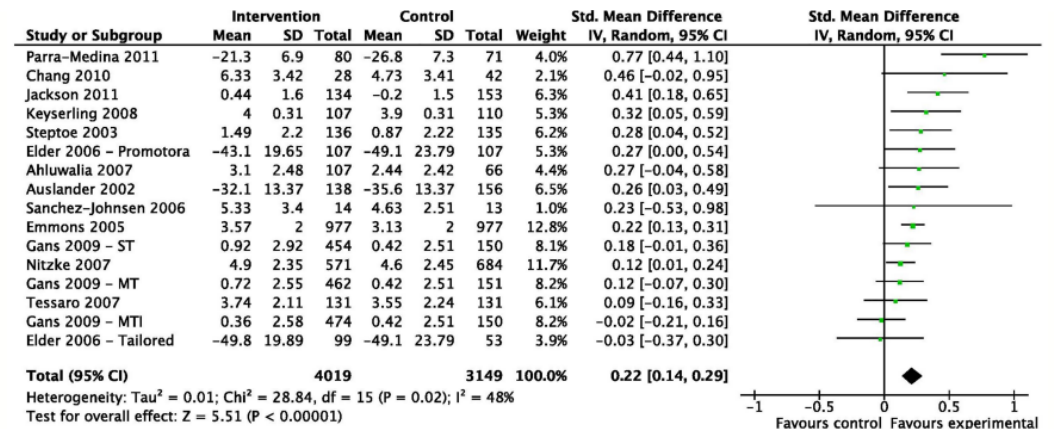
Health behaviour change in low income populations



- Lower SES groups have poorer health outcomes vs. high SES groups
- Behaviours linked to health (diet, PA, smoking) show a similar social gradient
- Targeting health behaviour change interventions at low SES groups could reduce health inequalities
- Effects are smaller in low SES vs. high SES groups
- Intervention can generate and widen SES-related health inequalities.

Meta-analysis of RCTs on effectiveness of interventions for low-income groups in changing diet

- Effects positive but small for diet in low SES groups
- Equivalent to intervention groups eating just under half a portion of F&V more than controls a day.
- Meta-analysis in general populations (mid-high SES) report larger effects for diet



Why are interventions less effective in low SES groups?



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Review of 27 studies examining key explanations for ineffectiveness of nutrition interventions at achieving behavioural change among low SES adults

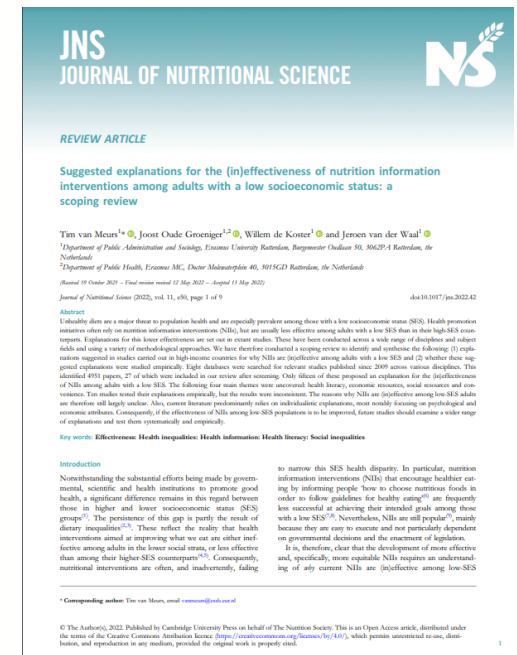
Health literacy
Unable to understand the information

Economic resources
Cost of healthy food, living in food deserts, cost of food more important vs. health/nutrition

Four themes

Social resources
Lack of social support

Convenience
Health lower priority than convenience



Reformulation and innovation



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- Fruits, vegetables, pulses and cereals can be added to increase fibre content of a product
- Functional fibres can be extracted and isolated from whole foods then added
 - Increase fibre content
 - Functional role: Improve texture, bulking agent, gel-forming properties, creamy mouthfeel
 - E.g. Inulin and FOS
- Which type of fibre will deliver the best results within the defined parameters of each project

Reformulation and innovations on fibre can:

- ✓ Help increase fibre intakes and improve health
- ✓ Enable nutrition and health claims
- ✓ Meet consumer demands
- ✓ Replacement for ingredients (fat, sugar, calories)
- ✓ Functional properties

- Commercially viable and important to gain understanding of people's preferences of reformulated or new higher fibre products
- Ensure that product is driven by consumer perception and underpinned by robust research



What reformulation could achieve in the UK



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- Statistical modelling study on UK data: impact of a fibre reformulation intervention on intakes and health outcomes
- NDNS years 7 and 8 (2014/2015–2015/2016)
- 915 food and beverages were deemed eligible for fibre enrichment
 - Bakery products, beverages, dairy and dairy alternatives, soups, sauces and dressings and baked confectionery.
- Three fibre reformulation scenarios based on the EU legislation for nutrition claims:
 1. 0 g fibre/100 g- concentration was left at zero
 2. <3 g fibre/100g increased to 3 g/100g
 3. ≥ 3 g fibre/100g, 3g of fibre added.
- Simple market share of 50% was used: 50% of the foods of interest consist of an altered fibre product

What reformulation could achieve in the UK



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- Nutritional composition changes were implemented and nutritional intake outcomes were assessed. Comparisons were made against the baseline diet (representing the market pre-reformulation)
- Algorithms sourced from literature were applied to the baseline and intervention intakes for fibre to estimate the effect of fibre reformulation on weight reduction, CVD, and T2DM risk reductions
- Fibre reformulation intervention demonstrated a 2.2 g/day increase from baseline in population aged 2-94 years.

Age (years)	% meeting recommendation at baseline	% meeting recommendation at intervention	% change
2–5	14.9	32.5	+218.1
6–10	10.6	22.4	+211.3
11–16	5.7	9.4	+164.9
17–94	8.0	12.2	+52.5

- 5.9 % of ppts could achieve a weight reduction, 72.2 % a reduction in cardiovascular risk and 71.7 % a reduced risk of T2DM with fibre fortification (all $P_s \leq 0.05$) under the modelled scenario.

New H3 work package on fibre



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HEALTHY SOIL
HEALTHY FOOD
HEALTHY PEOPLE



Interventions
to increase
fibre access &
intake

How can we most effectively increase fibre intake in low SES populations?

- Reformulation and innovation and promotion - products to increase fibre/WG (health by stealth)
- Community interventions with low-income consumers
- School meals and school breakfast programme in schools with high deprivation
- Demonstrate improved functionality: slower energy release/nutrient absorption (in vitro digestion), appetite & palatability
- Rollout reformulated products to schools/community interventions for longer term evaluation (taste panels, repeated exposure studies)

Collaborate to bridge the fibre gap



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- The effects of fibre reformulation or innovation on
 - Consumer acceptance, satisfaction, palatability
 - Fibre intake, appetite, digestion, and wellbeing
- Outcomes:
 - Develop foods that are a source of/high in fibre, which are also affordable and appealing
 - Better understanding of people's preferences of reformulated or new higher fibre products through testing and trials to ensure that product is driven by consumer perception
 - Increase awareness and accessibility of higher fibre products
- Fully funded by UKRI
 - Co-design of protocol so that they align with both parties' objectives.
 - Products
- April 2022-Dec 2024



To be involved or for more information contact:
Katie Adolphus
(k.adolphus@leeds.ac.uk) or
Louise Dye (l.dye@leeds.ac.uk)



Thank you

Further information

Contact:

Katie Adolphus (k.adolphus@leeds.ac.uk) or Louise Dye (l.dye@leeds.ac.uk)

Watch the H3 project film: <https://www.youtube.com/watch?v=4q26FkaVjtY>

Visit the H3 website: <https://www.h3.ac.uk/>

Read an outline of the project in *Nutrition Bulletin* (2021): <https://doi.org/10.1111/nbu.12531>



CPUK's Reformulation Journey



Bianca Maria Vecchio

Nutrition, Regulatory &
Scientific Affairs Manager

**Cereal Partners Worldwide
EUR and UK&I**

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Agenda

- Introduction to CPW
- Fibre consumption at breakfast
- Reformulation Journey
- Making Fibre Easier to Identify
- 2023 CPUK Pledges & Plans

Who are we?

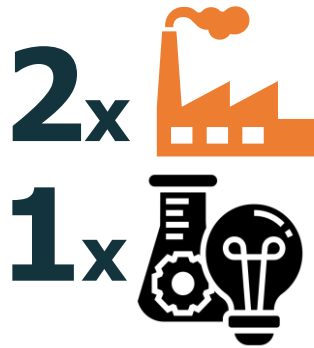


“Everything we think, everything we say, everything we do – it’s all to **make breakfast better**. We believe a better breakfast is the **foundation for a better future**.”
David Clark, CEO



UK CPW Head Office

Located in Welwyn
Garden City,
Hertfordshire



**2 UK Factories &
1 R&D Centre**

Located in
Bromborough and
Staverton



UK Employees

Located across Head
Office, R&D and
Factories



Fibre for Breakfast?

Breakfast cereals contribute...

7% of the fibre in adults' diets

9% of fibre in the diet of children aged 4-10 years old*



* [NDNS: results from years 9 to 11 \(combined\) – statistical summary - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

Whole Grains and fibre go hands in hands in our reformulation journey

**WHOLE
GRAIN**



Nestlé

Whole Grain
No.1 ingredient



Nestlé

We've added 106 million more 16g servings of whole grain to our cereals between 2010 and 2020

We've made Whole Grain #1 ingredient in > 95% of our products
Each bowl contains > 8g Whole Grain and is at least a source of fibre



Reformulation Case Study: Cheerios Vanilla O's

17.9g fibre/100g

VANILLA FLAVOURED O'S



Low in sugar AND tasty!

- ✓ Whole Grain #1 Ingredient
- ✓ High in Fibre (5.4g/30g serving, 17.9g fibre/100g)
- ✓ Great taste
- ✓ Low sugar (<5%)
- ✓ No artificial colours or flavours
- ✓ Fortified



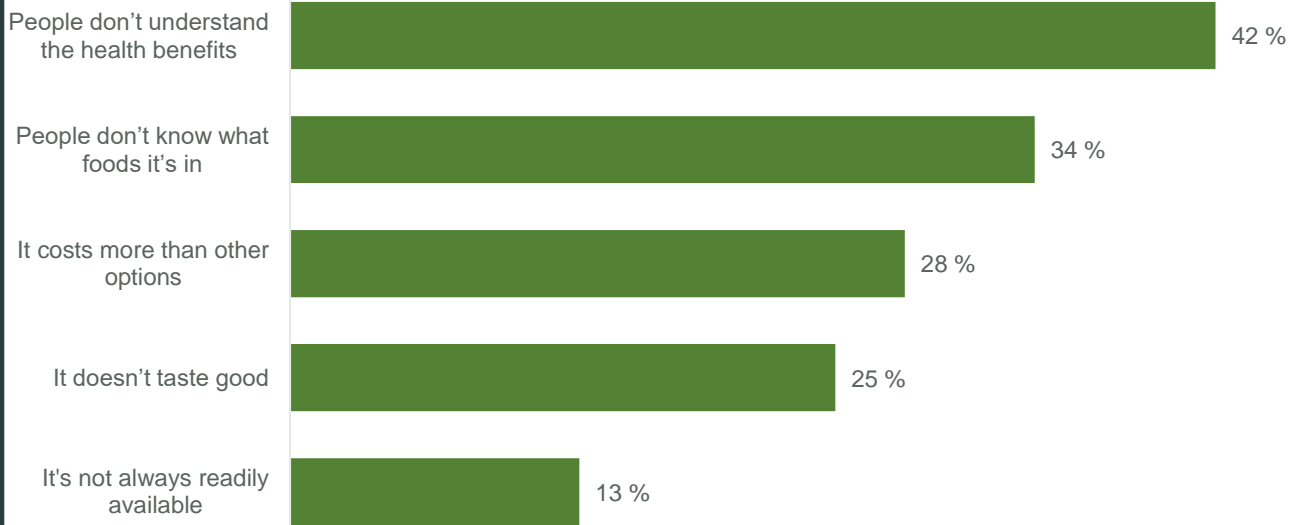
86.4%
Whole grain

Communicating Fibre & Whole Grain On-Pack



Cereal Partners Worldwide
Nestlé and General Mills

Why do you think that some people don't eat enough whole grain?



You can find at least 8g of whole grain per serving in our cereals with the Green Banner which are also at least a source of fibre



Communicating Fibre & Whole Grain Off-pack



Cereal Partners Worldwide
Nestlé and General Mills

Nestlé®

Whole Grain
IS A GREAT SOURCE
OF FIBRE

Whole Grain
HEALTH FOR LESS



LOOK FOR THE
GREEN BANNER

PRE-SHOP



OUT OF STORE



OUT OF AISLE



IN AISLE



ONLINE



Our Better Lives Promise



[How Nestlé cereals is helping FareShare provide much needed breakfasts - FareShare](#)

What we do - Give food - Get food - Get involved - News & media - About Us - Get Support -

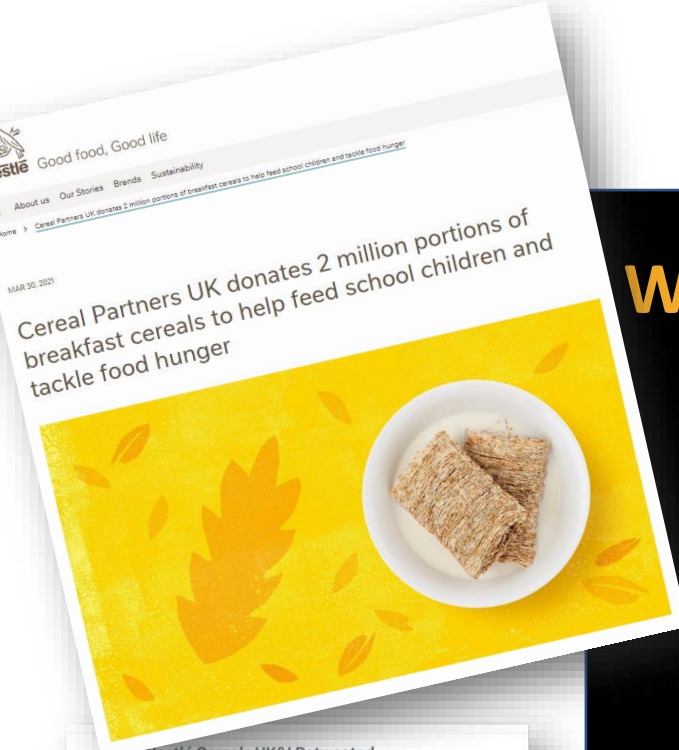
Home > Blog > How Nestlé cereals is helping FareShare provide much needed breakfasts

How Nestlé cereals is helping FareShare provide much needed breakfasts

2021
Partnership between Nestlé Cereals and FareShare has achieved a new milestone - one year working together to distribute breakfast cereals and ensure that people most at risk of hunger have access to much needed breakfasts, two thirds of which are children from low-income families.

...that having access to a nutritious breakfast plays a huge role in people's - particularly children's - long-term health and wellbeing, and are pleased that the products we have provided are playing a part in ensuring this.

...ff are over the moon at the prospect of becoming part of the FareShare journey with our new volunteering programme too, which we hope will make a positive difference to our local communities."



WE PROMISE TO SUPPORT COMMUNITIES THROUGH THE POWER OF BREAKFAST

Building partnerships with charitable organisations and local communities to reduce food insecurity through access to breakfast

Empowering our employees and teams with volunteering time to support causes that fulfil our promise



[Cereal Partners UK donates 2 million portions of breakfast cereals \(nestle.co.uk\)](#)

1

To continue to provide **opportunities** for consumers to consume more fibre in their diet by **improving** or **launching new products** that are high in fibre.

2

To carry on with activities to inform consumers of higher fibre options and advocate for **wider awareness and education** about the benefits of fibre and whole grain.

3

To continue to signpost the fact that whole grain is our #1 ingredient through our **Green Banner** and highlight this in multiple **shopper marketing** and **consumer communications**



Work in partnership with the Government, Institutions, Private Sector and NGOs, to promote the inclusion of positive ingredients and nutrients such as Whole Grain in a Private Public Partnership

Main objectives we envisage are:

- WG definition & daily intake recommendation
- People education on what constitutes a healthy diet, including Whole Grain foods, high in fibre
- Dissemination of messaging
 - Government-led consumer campaigns
 - School programs
- Food Labelling to aid consumer awareness
- Creation of a recognisable logo or dedicated icon for Whole Grain and fibre content

THANK YOU



Cereal Partners Worldwide
Nestlé and General Mills

Case Study: PF Launch of fibre enriched cooking sauces targeted for Schools



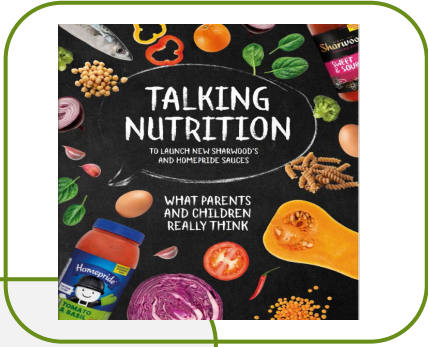
Luise Kloster

Head of Nutrition
Premier Foods

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Premier Foods' launch of cooking sauces with enhanced fibre levels targeted for schools



Plan of talk

- + Introduction & Vision
- + Background
- + Development of the sauces
- + Insight report talking to parents & children
- + Insight report & findings
- + Next step

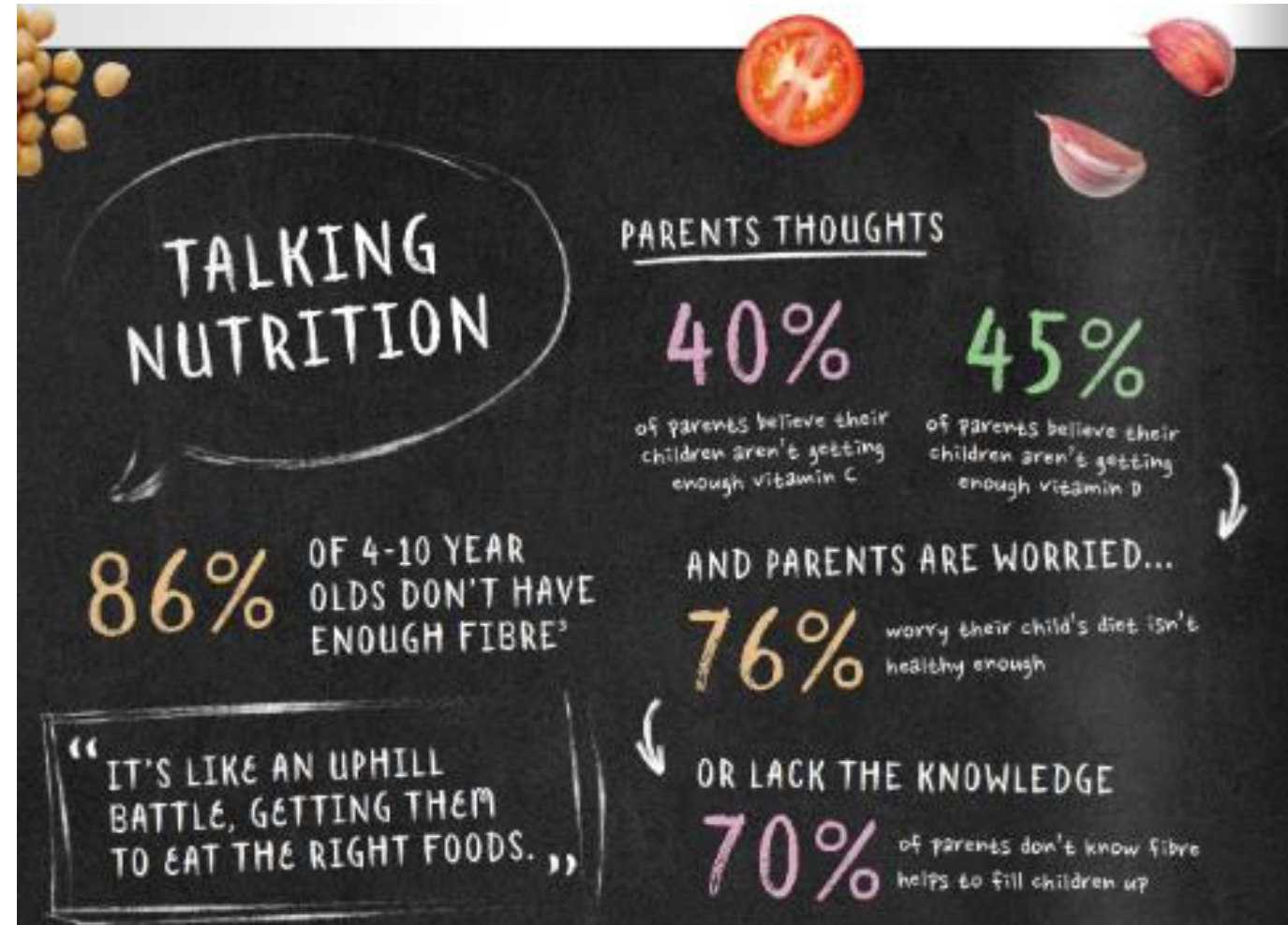


Our Vision
 We want to build a portfolio of cooking sauce varieties that help caterers deliver tasty, healthier meals fortified with vitamins, added vegetables and increased fibre levels as well as encouraging plant-based eating.



Executive Summary

- Despite Government and schools ramping up communication on nutrition over the last decade,
- research reveals a disconnect between what people of all ages understand about nutrition and facts*
- This confusion is causing concern among parents
- and with free school meals providing a vital source of nutrition for almost a quarter of school children,
- it is unsurprising this concern stretches to what their children are being served at school. **



- *LACA The School Food People (2022) BNF survey reveals confusion about healthy eating. <https://www.laca.co.uk/news/bnf-survey-reveals-confusion-about-healthy-eating>
- **Gov.UK (2022) Schools, pupils and their characteristics. <https://www.gov.uk/government/statistics/schools-pupils-and-their-characteristics-january-2022>

<https://www.premierfoodservice.co.uk/news/premier-foods-releases-talking-nutrition-report-for-school-caterers/>



Fact

Many school children are deficient in key nutrients including fibre*.

The issue

Incorporating foods high in these nutrients into tasty school meals can be difficult - especially foods high in fibre, Vitamins C and D

Our Goal

Support caterers in serving school meals with higher levels of nutrients in an easy, consistent and tasty way

Helping to reassure parents that their child is getting a healthy balanced meal at school.

* Sources

- LACA The School Food People (2022) BNF survey reveals confusion about healthy eating. <https://www.laca.co.uk/news/bnf-survey-reveals-confusion-about-healthy-eating>
- Gov.UK (2022) Schools, pupils and their characteristics. <https://www.gov.uk/government/statistics/schools-pupils-and-their-characteristics-january-2022>
- PHE/FSA National Diet & Nutrition Survey <https://www.gov.uk/government/statistics/ndns-results-from-years-9-to-11-2016-to-2017-and-2018-to-2019>

BUT CHILDREN DON'T ALWAYS LOVE ALL OF THE FOODS THAT CONTAIN VITAMINS C AND D, AND FIBRE...

Common dislikes:

FOODS HIGH IN VITAMIN C



HIGH FIBRE FOODS



FOODS HIGH IN VITAMIN D



"I HATE IT WHEN THEY SERVE FISH AT SCHOOL - IT MAKES ME FEEL SICK."

WE KNOW IT'S TOUGH MAKING SURE CHILDREN GET THE RIGHT AMOUNT OF NUTRIENTS, INCLUDING VITAMINS, IN THEIR FOOD.

So, our new range of Sharwood's and Homepride sauces have added vitamins C and D and fibre to help caterers. Easy to use, plant based*, gluten-free and delicious. All to help you easily prepare nutritious dishes and give them that extra boost of vitamins C and D, and fibre every mealtime.

IT'S A **YES** FROM PARENTS TOO...

28% think more foods should be fortified with vitamins
32% often look for foods with added vitamins



Healthier Cooking Sauces with Fibre Targeted for Schools

Target Best Sellers – Most popular flavours

Chargrill Vegetable, Bolognese, Tomato & Basil, Tikka Masala, Korma, Sweet & Sour



First Brief: 2 / 5 A Day – High vegetable sauces to deliver on fibre and vitamin C



The sauces became too thick – incorrect consistency for cooking sauces



Redevelop recipe to deliver 1/5 a day – still requiring source of fibre as a minimum (Enhanced level in some recipe) and vitamin C to a claimable level



Fortify recipes with vitamin C to claimable level



After successfully developing wet soups fortified with vitamin D targeted for care homes, decision made to apply this fortification to the sauces as well

Stealth Approach: Adding Acacia to provide source of fibre.

Acacia (gum) has a range of benefits and has a high soluble fibre content. It is a versatile ingredient that can enrich the nutritional profile of food and drinks

Clinical studies have shown Acacia fibre **promotes the growth of healthy bacteria in the human digestive system**. In a recent clinical trial*, doses of 10 grams of acacia fibre per day led to a significant increase in Bifidobacterial and Lactobacilli, and the prebiotic effect was more effective than the same dose of insulin.*



* <https://pubmed.ncbi.nlm.nih.gov/18466655/>

End Result - Summary

- ▶ **Brief:** Develop cooking sauces with extra vegetables and enriched with fibre (naturally sourced) and vitamin C, both of which are naturally occurring in vegetables.
- ▶ We looked at our classic popular sauce recipes in retail and decided to target the following products under two of the three Premier Foods cooking sauce brands:
 - ▶ Sharwood's Sweet & Sour (Vegan)
 - ▶ Sharwood's Tikka Masala (Vegetarian)
 - ▶ Sharwood Korma (Vegetarian)
 - ▶ Homepride Bolognese (Vegan)
 - ▶ Homepride Tomato & Basil (Vegan)
 - ▶ Homepride Chargrill vegetable (Vegan)

The Criteria:

- ▶ Source of / High in fibre
- ▶ Source of Vitamin C
- ▶ Suitable for Vegetarians
 - ▶ 4 / 6 Suitable for Vegans
- ▶ Later agreed on vitamin D fortification as we had seen good results from fortified wet soup targeted for healthcare sector.

The decision was made to not take the usual approach for plant based sauces which contribute to fibre intake through the addition of pulses or/and beans. Instead we chose to boost fibre in a stealth manner adding soluble plant-fibre.

Premier Foods Publication: Talking Nutrition report for school caterers

- + We released an insight into the attitudes of UK parents and children towards nutrition, coinciding with the launch of our new range of fortified and fibre enhanced Sharwood's and Homepride sauces.
- + **The report*, Talking Nutrition**, was developed using nationwide research which asked 1,000 parents and 500 primary school children about vitamins, fibre, nutrition and their importance in their everyday lives.
- + **The report provides insight on parental concerns, children's food preferences and nutritional focus areas for primary school children.**
- + The findings revealed **76%** of parents worry their child's diet isn't healthy enough, with **40%** concerned their child doesn't get enough vitamin C and **45%** concerned about insufficient vitamin D.
- + Many of the children that responded to the research said they disliked foods rich in vitamins – such as oily fish (60%), which is rich in vitamin D, spinach (55%) and cabbage (52%) both rich in vitamin C and fibre.
- + In addition, **many children who responded said they disliked high fibre foods such as brown rice (47%), lentils (46%) and brown pasta (44%).**



Report's Focus on Fibre and Conclusion

- + Highlighted in the report 5-11-year-old children are recommended a daily intake of 20g fibre per day
- + Vast majority of primary school children are not meeting this recommendation – a shortfall of 85% for this age group
- + **It is a concern that nearly 50% of school children responded that they don't like Chickpeas, lentils, brown rice and pasta**
- + Education on fibre and increasing exposure to foods high in fibre clearly required
- + But a 'stealth approach' adding soluble (not visible) fibre into everyday food staples could also help to close the gap between children's daily fibre intake and the recommendation (SACN carbohydrate report/EFSA).



FIBRE
FUL-FILLING FIBRE

RESEARCH HIGHLIGHTS:

- 29% Less than one third of parents recognise that fibre helps to boost good bacteria in the gut
- 70% of parents don't know fibre helps fill their children up
- 76% of children don't recognise that eating high-fibre foods is an important part of eating healthily

Fibre has many functions in the body¹³.
These include:

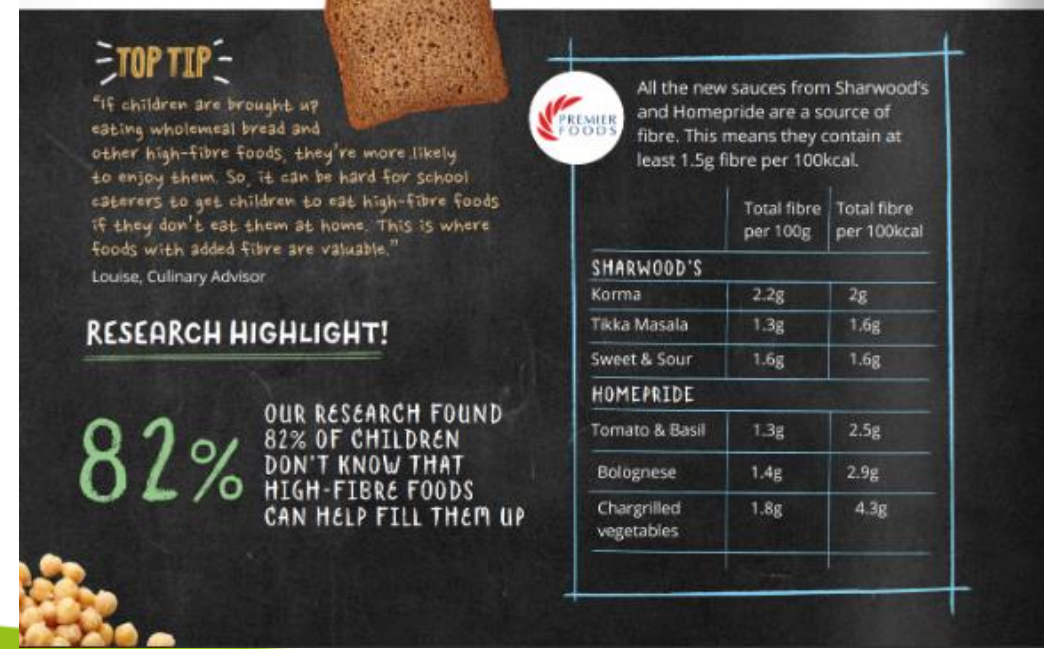
- Helping digestion
- Preventing constipation
- Making us feel fuller

HOW MUCH FIBRE
Guidelines in the UK recommend 5-to-11-year-olds should have around 20g of fibre a day¹³, but 86% are falling short of this¹³.

DIETITIAN JULIETTE SAYS:

"Primary school children should have around 20g of fibre a day, but figures from the National Diet and Nutrition Survey show, on average, primary aged children have just 14g a day¹³ – a big shortfall. Our research showed less knowledge around fibre from both parents and children, compared to understanding of vitamins."

FIBRE: WHY IT MATTERS
Fibre is found in plants and is essential for our digestive system to work properly. Unlike other nutrients, it doesn't get digested in the small intestine and instead, passes to the large intestine where bacteria get to work on it and break it down. This helps to increase the number of beneficial bacteria in the gut, which in turn benefits our immune system.



TOP TIP
"If children are brought up eating wholemeal bread and other high-fibre foods, they're more likely to enjoy them. So, it can be hard for school caterers to get children to eat high-fibre foods if they don't eat them at home. This is where foods with added fibre are valuable."
Louise, Culinary Advisor

RESEARCH HIGHLIGHT!
82% OUR RESEARCH FOUND 82% OF CHILDREN DON'T KNOW THAT HIGH-FIBRE FOODS CAN HELP FILL THEM UP

All the new sauces from Sharwood's and Homepride are a source of fibre. This means they contain at least 1.5g fibre per 100kcal.

	Total fibre per 100g	Total fibre per 100kcal
SHARWOOD'S		
Korma	2.2g	2g
Tikka Masala	1.3g	1.6g
Sweet & Sour	1.6g	1.6g
HOMEPRIDE		
Tomato & Basil	1.3g	2.5g
Bolognese	1.4g	2.9g
Chargrilled vegetables	1.8g	4.3g

VISION IS SIMPLE

We want to build a portfolio of cooking sauce varieties that help caterers deliver tasty, healthier meals fortified with vitamins, added vegetables and increased fibre levels and increased plant-based eating.

WE'VE BEEN VERY BUSY THIS YEAR

- Consolidated our range to focus on core flavour profile delivery
- Launched 6 products, 3 in Sharwood's and 3 in Homepride
- Reduced additives, added vitamin fortification, increased fibre
- Fully recyclable packaging
- Great press coverage and step changed our trade show presence
- Homepride Tomato & Basil best selling

AND IT DOESN'T STOP THERE – WE HAVE BIG PLANS

- Strong investment plan using price and multibuy mechanics
- Continue to build distribution with key wholesale customers
- Engage with caterers to demonstrate benefits of the portfolio
- Double the size of our food service business in 23/24
- Look to bolster and extend the range with further flavour profiles
- Continue to drive our healthy credentials with trade marketing



A CLOSER LOOK AT THE PRODUCTS ☆

We've relaunched our six classic products with **NEW** recipes - three each in the Sharwood's and Homepride ranges:

Sharwood's Korma, Tikka Masala and Sweet & Sour; and Homepride Tomato & Basil, Bolognese, and Chargrilled Vegetables.

All products are available to the education sector and are the first to market to be fortified with vitamins C and D.



All products are available in 2.25kg fully recyclable bottles and lids, available for school caterers from September 2022.

All sauces are...

- ✓ A SOURCE OF VITAMIN C
- ✓ A SOURCE OF VITAMIN D
- ✓ A SOURCE OF FIBRE
- ✓ SUITABLE FOR VEGETARIAN DIETS
- ✓ FREE FROM ARTIFICIAL COLOURS AND PRESERVATIVES
- ✓ FREE FROM MSG

To find out more, or receive a free sample,
email: ben.d.robinson@premierfoods.co.uk



Examples of PF Product-Launches 2022 (Yr1)
'Source of Fibre' or 'High in Fibre'



Thank You!

Luise Kloster
Head of Nutrition
Premier Foods

<https://www.premierfoods.co.uk/>

<https://www.premierfoods.co.uk/Sustainability/Our-Products.aspx>

E-mail: Luise.kloster@premierfoods.co.uk



Panel Discussion

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Thank you for listening!

Amy Glass
UK Diet and Health Policy Manager
Amy.Glass@fdf.org.uk

Fiyin Makinwa
Senior Diet and Health Executive
Fiyin.Makinwa@fdf.org.uk



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FDF Awards Entry Deadline: 28 February 2023

Free to enter

23 categories including a **Diet and Health** award and a **Registered Nutritionist / Dietitian of the Year** award

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