



# FDF Action on Fibre




Cereal Partners Worldwide  
Nestlé and General Mills

## Cereal Partners UK

### Commitment:

Cereal Partners Worldwide UK pledge to play our part in helping to bridge the gap between the UK's dietary recommendation for fibre and actual fibre intakes. We produce a wide range of family favourite breakfast cereals including SHREDDIES, CHEERIOS, SHREDED WHEAT and NESQUIK. We plan to help bridge the fibre gap through a combination of actions. We aim to continue providing opportunities for consumers to consume more fibre by improving or launching new high in fibre products which will be supported by the execution of a variety of marketing and consumer communications initiatives. We also seek to generate wider awareness and education of fibre and whole grain benefits and will do so through supporting national and international initiatives such as International Whole Grain Day.

### Cereal Partners UK pledges:



-  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.



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-  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.
-  To continue to signpost the fact that whole grain is our no. 1 ingredient through our Green Banner and highlight this in multiple shopper marketing and consumer communications.