food & drink federation passionate about food & drink



FDF Action on Fibre



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, SHREDDED 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.

Food and Drink Federation | 6th Floor | 10 Bloomsbury Way | London WC1A 2SL | Tel: +44 (0)20 7836 2460 | www.fdf.org.uk

Registered office as above. Registered in London with limited liability. Certificate of Incorporation no. 210572. VAT number: 761253541. The Food and Drink Federation seeks to ensure that information and guidance it provides are correct but accepts no liability in respect thereof. Such information and guidance are not substitutes for specific legal or other professional advice

food & drink federation passionate about food & drink



FDF Action on Fibre



- 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.