

FDF Action on Fibre






Graze – Unilever

Commitment:

At Graze we commit to launching new products that offer a minimum of a ‘source of fibre’, and to use marketing and labelling to promote these higher fibre options to consumers and customers. Additionally, we pledge to promote the importance of a diet rich in fibre to our consumers and our employees.

Graze pledges:

-  We commit to launching a minimum of 5 new products that are “High in Fibre”, (6g of fibre/per 100g product)
-  In 2022 and 2023 we commit to use the power of marketing (particularly online/social) to shift consumers to higher fibre products in the categories we sell in.
-  We commit to highlight across all our packaging the use of ingredient “chicory root”, and its high fibre properties in our products.