

# FDF Action on Fibre



## Innocent drinks




### Commitment:

We're innocent and we make natural food & drinks that make people live well and die old.

Our smoothies and juices are made from not-from-concentrate fruit & veg juices. They never contain preservatives, concentrates and we never ever add sugar. All the sugar in the drinks is naturally occurring from fruit and each 150ml portion counts as '1 of your 5 a day.'

We're always looking for ways to make our products even healthier which is why we're committing that each of our adults smoothies will be a source of fibre by the end of 2021.

### Innocent drinks pledges:

-  That every new innocent Smoothie we launch will be a source of fibre.
-  To make every adult smoothie a source of fibre and we are reformulating our core & supers range to ensure this happens.
-  We are an official supporter of the BNF Healthy Eating Week.