



FDF Action on Fibre



Nestlé

Commitment:

At Nestlé UK, we will help close the gap between fibre intakes and Dietary Recommendations through several actions involving our products and colleagues.

We will support the FDF Action on Fibre commitment by encouraging consumption or providing fibre, highlighting on-pack messages, recipes and online recipe recommendations that include a source of fibre. We will use our brand marketing to encourage consumers and customers to purchase products that contain fibre, as well as work with foodservice providers to help them offer more fibre on menus. We will also encourage our employees to eat more fibre through promoting higher-fibre foods in our workplace catering, and support events with a focus on fibre.

This commitment complements our commitment under the [Food Foundation's 'Peas Please' pledge](#) to help increase vegetable consumption in UK.

Nestlé Pledges:

-  We will launch new products that contain at least a source of fibre between 2021-2024. We will continue to help nudge consumers towards options that contain at least a source of fibre through marketing initiatives

FDF Action on Fibre



-  We currently label fibre content in nutrition tables on packaging, and we continue this whilst also enhancing visibility of fibre-related communication, on-pack and in marketing communications (e.g. point of sale materials, recipes or brochures). We currently label fibre content in nutrition tables on packaging and we pledge to continue this whilst also increasing the number of on pack and in marketing communications (e.g. recipes) fibre claims where possible.
-  We commit to helping educate consumers to increase their fibre consumption. This will be through recipe recommendations on pack, online and in our consumer and B2B recipe suggestions that contain at least a source of fibre and provide clear recommendations on how the recipes can be adapted to contain more fibre. The suggestions for how to increase fibre will include more vegetable consumption through our commitment under the [Food Foundation's 'Peas Please' pledge](#).
-  We will support fibre-related events, such as Fibre February, International Wholegrain Day and British Nutrition Foundation Healthy Eating Week, by using appropriate messaging and undertaking activities relevant to each event.
-  We will work with relevant customers in our foodservice business to encourage fibre consumption, providing recommended nutrition guidelines for plant-based menu options and working alongside both our and the customers' development chefs to provide balanced recipes for meals that will help contribute to fibre intakes.
-  We will actively encourage the consumption of foods and use of recipes that contain at least a source of fibre, more whole grain and fruit and vegetables to our employees through our workplace catering. We will communicate the benefits of consuming adequate fibre and consumption of wholegrains, fruit and vegetables to employees.