

FDF Action on Fibre







pladis

Commitment:

As the number one biscuit manufacturer in the UK, we know that a lot is expected of us on issues that matter in society. Hence, for years, we have been working on nutritional improvements across our product range.

We are keen to play a positive role in helping the nation lead healthier lives. We will continue to launch new and reformulated products that are a source of fibre, as well as share more information on fibre and wholegrain on our packaging and via communications with our employees and consumers.

pladis pledges to:

-  Launch new products which are a source of fibre.
-  Ensure that we will label more of our products with fibre or wholegrain information in 2022
-  Support events that promote higher fibre diets, such as Fibre February in 2022, through external and internal communications.
-  Educating our employees about fibre and wholegrain to increase awareness of the benefits and sources of high fibre diets.