

Case Study

General Mills



Fibre One 90 Calorie High Fibre Doughnuts

In June 2022, Fibre One is launching a new high fibre 90 calorie doughnut. A chocolate flavoured or strawberry & cream flavoured - covered doughnut dipped in crunchy sprinkles. A single doughnut brings 5g of fibre in an individually portioned treat



NATURE VALLEY Full Mix Bars



Launched in August 2021 in the UK, Nature Valley Full Mix is a multi-texture chewy bar, made with fruits, peanuts, wholegrain oats, seeds, and peanut butter for a burst of flavour in an individually portioned snack bar. A bar that is high in fibre – providing more than 4g per bar, enjoy a full mix of nature's tasty textures and ingredients.