### food & drink federation passionate about food & drink

# Case Study



# **Jacksons of Yorkshire**

#### Progress to date:

- Launched 3 new products all with fibre claims
  - ✓ Bloomin' Both April 2020
  - Heritage Oat & Barley November 2021
  - Heritage Rye and Spelt November 2021
- Re branded our Bloomer packaging making fibre claims more visible to consumers.
- Micro social campaign throughout fibre February.
- Internal comms to encourage colleagues to swap to one of our high fibre bloomer options, instead of white and build awareness of recommended 30g a day fibre intake

## **Opportunities/challenges**

• When posting Fibre content on our social channels we found we didn't receive the engagement we were hoping for.



#### **BAKERS OF CHAMPION BREAD**

 Our last meeting with Waitrose we identified an opportunity alongside the new HFFS legislation coming in. That front of store can now hold a Fibre February event or a health event showcasing products with health claims.

#### Lessons learnt

We commissioned some consumer research around health and found Fibre claims within bread is one that resonates with consumers and one they consider as high importance.

#### Plans for the future

To work closer with retailers on pushing the fibre messaging. Whether that be instore events or media focuses on high/source of fibre products.



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