

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

- 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.

Opportunities/challenges

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

