



Case Study

Nomad Foods – Birds Eye & Aunt Bessie’s

Nomad Foods has the purpose of serving the world with better food, and the aim to empower positive choices by our millions of daily consumers. We are committed to delivering upon our Action on Fibre pledges, and have made significant progress against two of our pledges:

- To provide online positive fibre messaging and educational content, along with serving suggestions and recipes which include a source of fibre
- To support Fibre February, to contribute to the promotion of higher fibre diets

In 2022, we supported Fibre February for the first time, and decided to use this health month as the platform to deliver a series of impactful engagement and education activities and initiatives towards our colleagues, consumers, and customers, both digitally and in-person.

Key successes included:

- 11 new pieces of content, with fibre educational messaging and/or high fibre recipe inspiration shared on Birds Eye and Aunt Bessie’s social media platforms to over 300k followers
- New ‘source of fibre’ and ‘rich in fibre’ logos created, and applied to 50 products on our Birds Eye and Aunt Bessie’s brand websites to clearly signpost source of/high in fibre products
- Fibre February page and new fibre educational content developed and launched onto our Birds Eye brand website Nutrition Hub
- 5 new ‘Fibre Boost’ recipes (providing at least 7.5g fibre per portion) developed and launched on the Birds Eye and Aunt Bessie’s brand websites
- ‘Fibre-boost’ tips created for current brand website recipes where appropriate, and added to our current recipe pages on our Birds Eye and Aunt Bessie’s website recipe hubs
- Over 200 RDQ (Research, Development and Quality) colleagues were sent a Fibre February ‘Tip of the Month’ from the Nutrition Team, with in-depth educational messaging
- Over 500 colleagues across the UK, Ireland and our RDQ community were directly engaged via Webex interactive educational ‘Know Your Fibre’ quizzes run by the Nutrition Team
- Over 50 retailer contacts were sent a special ‘Our Brands’ communication from Birds Eye and Aunt Bessie’s, explaining about Action on Fibre and Fibre February
- All Nomad Foods employees globally (>4800) were engaged with Fibre February messaging, via our Nomad&Me internal intranet platform: a special Fibre February internal news story; Fibre February messaging on an internal podcast (featuring Lauren Woodley); a virtual, on-demand cook-along of a very high fibre lasagne with our Nutrition and Culinary Team
- Over 50 customer contacts were sent a special ‘Our Brands’ communication from Birds Eye and Aunt Bessie’s, explaining about Action on Fibre and Fibre February
- Fibre February LinkedIn post by our Group Nutrition Leader, with over 2800 impressions

Especially successful were direct (virtual) engagement and recipe inspiration. Therefore, next year we plan to increase our colleague engagement, include Goodfella’s in our Fibre February activities and messaging, and hopefully use some of our other European brands to amplify Fibre February messaging and expand its reach. A challenge for us remains how to make Fibre February a European – rather than just a UK- health month, but we plan to face into this challenge as a company with colleagues, consumers and customers across Europe.