

Case Study

Pladis Global



As a manufacturer of the world's most loved snack brands, pladis is committed to making it easier for their employees and the nation to lead healthier lives. Following the launch of FDF Action on Fibre in September 2021, we have made significant progress towards achieving our pledges to help 'bridge the fibre gap' between dietary intakes and recommendations.

At pladis, we believe information on health should be easily accessible to our consumers and employees. As a part of our commitments, we pledged to support events that promote and educate employees about fibre and wholegrain. On 16 November 2021, pladis celebrated the Whole Grain Initiatives International Whole Grain Day. The event included activities as well as internal and external communication which:

- Highlighted the health benefits of a diet high in fibre and wholegrains
- What does a portion of wholegrains look like?
- Raising the profile of our products which are high in fibre and contain wholegrains
- Competition: which product is highest in wholegrain?
- Whole Grain Initiative webinar

With excellent internal promotion and activation, over 45% of employees on site took part in activities and the stand drove conversations about fibre and wholegrain across global markets. Key messages were shared on Twitter and to the wider business on an internal messaging platform reaching over 900 employees.

This was the first major collaborative event the business has held since moving to our new head office in Chiswick Park and pladis is committed to continue championing such initiatives in 2022.

With consumers at the core of innovation, ensuring we develop products that contain fibre without compromising taste, is a huge part of what we do. Front of pack messaging on new launches will also make it easier for consumers to make informed choices when looking for healthier snacks as well as help increase their fibre intake. Watch this space!

