



Case Study

Premier Foods

In April 2022 we were pleased to launch the UK's first full range of branded cakes which are non-high fat, sugar and salt (non-HFSS): *Mr Kipling Deliciously Good*

Delivering both a healthier and great tasting product which scored exceptionally well in consumer taste testing, this better-for-you range not only contains 30% less sugar than our standard Mr Kipling ranges, but also up to ten times the amount of fibre. Many of the variants are also made with real fruit and provide as little as just 99 calories per portion.

Created by our Research and Development Chefs, the range took three years to perfect.



It includes some of Mr Kipling's most iconic cake slice variants including Lemon, Bakewell, Angel, Chocolate, and Chocolate Caramel, all of which are high in fibre, and two of our signature Mr Kipling pies - Bramley Apple and Bramley Apple and Blackcurrant, both of which provide a source of fibre.

Alex Whitehouse, CEO of Premier Foods, commented: "At Premier Foods we are committed to providing great tasting, nutritious food and I'm delighted that we've created a product that caters to the growing demand for healthier treats - whether that's helping existing consumers to make healthier swaps or attracting new shoppers. *Deliciously Good* will allow people to truly have their cake and eat it."

The new range is just one example of our commitment to support healthier lifestyles and to specifically bring new products to market that will help close the fibre gap.