

Case Study

Quorn



Pledge: We will educate about and promote the benefits of fibre through school programmes and partnerships in our foodservice business.

The Quorn Professionals team has visited schools across the country this year, to support the Royal Academy of Culinary Arts. Our dedicated Home Economists have delivered over 20 engaging sessions to children in classes of 30 and included the message of the importance of eating enough fibre and how it helps our bodies' digestive systems. One of the sessions is all about bread making and flour so it's an ideal opportunity to talk about using wholemeal flour and choosing wholemeal bread.



When we develop recipes for school menus, we always keep in mind the fibre content of a new recipe and how to integrate it with our range. Our Quorn products are a good source of fibre and we often increase this even further with the use of beans in recipes or ingredients such as dried apricots.

We have held several sampling days in schools, mostly since January after being allowed back into classrooms.

Our culinary foodservice experts always create school friendly recipes to reinforce the benefits of a healthy diet which includes fibre intake. We are very proud that we have sampled over 2000 pupils in schools and colleges in 2021. And there is much more to come.

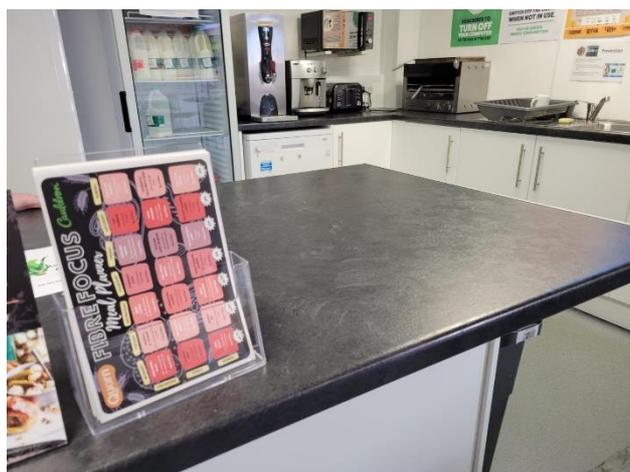


Case Study



Pledge: We pledge to promote higher fibre diets to all colleagues, through internal communications and the BDA's Work Ready programme throughout 2022.

This year we committed to participating in Fibre February whereby we disseminated an array of information on fibre across our workforce.



Together our Nutrition and Culinary teams created a fibre meal plan which we distributed across all Quorn sites. The delicious meal plan gave suggestions for 3 meals a day for a week and detailed the amount of fibre present in each dish, showcasing just how easy it can be to eat more fibre and providing context to the

general recommendation to eat 30g per day.

The meal plans were greatly received, and we are stocking up the 'mess' rooms with more during June's Healthy Eating Week. In addition to the fibre meal plans, we also expanded our high-fibre recipes on our consumer website, uploaded two new expertly written factsheets onto our healthcare professional website and mobilised our research network across social media.

In H2 we will be launching our workforce nutrition programme which will consist of three e-modules, and in-person workshops for staff, which will aim to upskill all colleagues on healthy eating principles and fundamentals of evidence-based nutrition, of which information about dietary fibre will play an important role.