

# Case Study

## Unilever/Graze



### Progress to date

In the first half of 2022, at Graze we have managed to create and launch a range of new products which have a **high fibre content**. For example, we have created a new range of cereal bars (three flavours) which are in the gluten free space in stores. These all meet “high fibre,” claims, opening more opportunities for our consumers/the wider public to consume more fibre, in a new area of store for graze (The gluten free aisle).

We have also promoted our fibre pledges in our recent impact report [release for 2021](#). We wanted to highlight in our health section the pledges we have committed to.

In addition, we continue to find fun and interactive ways to engage our consumers on the topic of fibre. We posted the below social media post to get consumers thinking about the importance of fibre for our health. The post had 3,515 reaches, 40 likes and various comments.



### What's next?

We continue to innovate across our Direct To Consumer platform and our retail range to offer further “high fibre,” products for the remainder of 2022, highlighting the benefits of fibre. We are also seeking more media content to engage consumers and for example compare the fibre content of competitor products in the market that will in turn encourage consumers to make healthier swaps to higher fibre content products.

