

Case Study

Cereal Partners Worldwide UK

Cereal Partners Worldwide UK commits to the FDF's Fibre Pledges

Cereal Partners Worldwide UK has committed to the FDF's Fibre Pledges to encourage increases in fibre intake. The pledges it has committed to include:

- New high fibre Cheerios Vanilla Os that we plan to launch in October 2021.
- New high fibre Nesquik Mix that will be launched in September 2021.
- New high fibre Shreddies The Simple One product which has 4 green traffic lights and launched in March 2021.
- New high fibre Organic Honey & Chocolate Cheerios which launched in January 2021.

Additional initiatives to support the pledges:

- Plans to collaborate with Heart UK during November 2021 to promote whole grains. Activities will include publication of wholegrain recipes, article in their e-newsletter on whole grains, blog on whole grains, social media posts, radio day and a consumer competition.
- Plans to celebrate International Whole Grain Day on 16th November 2021 – a day organised by Whole Grain Initiative. Will publicise the event via press release, social media posts, political and other stakeholder engagement, webinar about whole grains in conjunction with external stakeholder, internal activation with employees, etc.



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Adapting to the increase of demand for healthier products

Cereal Partners Worldwide's Nutrition, Regulatory & Scientific Affairs Manager, UKA Region, Julie Foster, said:

“We stayed true to our core value of ‘Making Breakfast Better’. Even when we saw more indulgent products doing well, we kept our eye on the long game. We knew consumers would demand healthier options again and we were very aware that the HFSS restrictions were coming. So, we continued to focus on NPD that was non-HFSS, no red traffic lights and higher fibre with whole grain as the no. 1 ingredient.”

About Cereal Partners Worldwide

Cereal Partners Worldwide is a global breakfast cereal manufacturer and the maker of Nestlé Cereals, including favourites such as

SHREDDED WHEAT®, CHEERIOS®, SHREDDIES® and NESQUIK®. Established in 1990 and headquartered in Switzerland, CPW is a long-standing partnership between Nestlé and General Mills, bringing together the world-class capabilities of both companies. Website: www.nestle-cereals.com/uk