

# Case Study

## KP Snacks

### The Pledge

Since nuts are naturally high in fibre and KP Nuts is the UK's leading nut brand, KP Snacks believe they have an important role to play in highlighting the fibre content their nut range to consumers. It therefore made sense that KP Snacks sign up to FDF's fibre pledge.

### What KP Snacks Do

KP Snacks makes some of Britain's most iconic snack brands including McCoy's, Hula Hoops, Tyrrells, Butterkist, KP, POM-BEAR, popchips and Skips. They employ over 2,200 people in the UK across seven manufacturing sites and at their head office in Slough, Berkshire. KP Snacks is proud to be part of the Intersnack Group.

### The Action Taken on Fibre

As well as working to boost consumer understanding of nuts as a naturally high fibre snack, KP Snacks also use their front of pack labelling to show that nuts are a great source of protein. They plan to increase fibre labelling to more SKUs in 2022.



When they launched their 'Good for Consumers' pledges in 2018 as part of their 'Our Taste for Good' programme, KP Snacks committed to providing clear information for consumers on the front and back of packs, to help them make more informed decisions.

For more information, please visit -

<https://www.kpsnacks.com/ourtasteforgood/>



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