

# CELEBRATING FOOD AND NUTRITION



**FOOD &  
DRINK  
POWERS  
OUR  
NATION**



**Kate Halliwell,**  
Chief Scientific Officer, FDF

*This report provides a spotlight on the huge amount of work companies have already undertaken to help support consumers achieve a balanced diet.*

**Across every community in the UK, half a million people play a part in producing the fantastic range of food and drink that we know and love. Our iconic brands can be found in shops, restaurants, kitchen cupboards, fridges, freezers and on our plates. At the FDF we are proud to be part of this, supporting food and drink manufacturers, the largest manufacturing sector in the UK.**

Food is embedded in our culture and our history. It punctuates life's important and sociable moments, from special treats to the staples we all rely on. Food and drink brings people together, as well as providing comfort and much needed sustenance.

Feeding the nation comes with many responsibilities, it involves much more than producing safe, tasty food. From reducing carbon, to sustainable packaging, to food security and healthier options, food and drink manufactures are part of the solution to some of the biggest issues facing our society.

Our companies invest in innovation to continue to improve our food system. They work with academic experts and food technologists to bring the latest science to the factory, whether that's safely producing 'free from' foods, increasing fibre or reducing plastic use. Improving and investing in

food processing enables a choice of delicious, healthy, sustainable food and drink, for every budget and diet choice.

This report provides a spotlight on the huge amount of work companies have already undertaken to help support consumers achieve a balanced diet, through providing a variety of healthier options, in a range of portion sizes, and supporting consumers to make an informed choice with clear and consistent nutrition information. It is a record of real achievement and one of which we are enormously proud.

Food and drink manufacturers are committed to continuing this hard work and to working in partnership with Government and other stakeholders to support the changes needed to ensure we have a food system that is sustainable, resilient, affordable and will help people to live healthier lives.



**Amy Glass,** UK Diet and Health Policy Manager, FDF

*Successfully changing recipes takes time, innovation and technical expertise - most importantly it still needs to be tasty.*

<sup>1</sup> Kantar Worldpanel Take Home data for Total Food and Drink market, Nutrient Profile Model Score 2022 vs 2018

<sup>2</sup> Kantar Worldpanel Take Home data for FDF members, total nutrient volumes in 2022 vs 2015

**Food and drink manufacturers are dedicated to playing their part to improve the nation's health. Companies continue to take bold steps to provide healthier options for our much-loved brands by changing recipes, creating new healthier products, and adjusting portion sizes to offer a variety of tasty and nutritious food.**

As a result, we are seeing demonstrable progress. The average shopping basket in the UK has become healthier<sup>1</sup> and FDF member products contribute 13% fewer calories, 15% fewer sugars, and 24% less salt than they did eight years ago<sup>2</sup>.



This is thanks to ongoing dedication and investment by companies and is no small feat. Successfully changing recipes takes time, innovation and technical expertise - most importantly it still needs to be tasty.

A balanced diet is not all about cutting back on certain foods or nutrients. Most of the top dietary risk factors in the UK are linked to the elements of the diet that we do not get enough of including whole grains, fruit, legumes, nuts, seeds and fibre.

To address this, in 2021 we launched our 'Action on Fibre' initiative, working with 25 brands to help make higher fibre diets more appealing, normal and easy for the population. This has already made a demonstrable difference - delivering an additional 7.2 billion servings of fibre to the population in the first year.

In this report, we celebrate a snapshot of the great work undertaken by companies to improve the nation's diet. We recognise that more needs to be done and are committed to supporting companies on this journey. As part of this, FDF Scotland is delighted to host the Reformulation for Health Programme, funded by Scottish Government. This supports smaller businesses to develop healthier options in line with public health goals. This best practice approach would deliver real value if taken forward across the UK.



The FDF and our members are committed to developing healthier products and have made substantial progress to date. This is not straightforward but is one of the most important measures food producers can take to improve the nations' health. More needs to be done, and we are committed to drive further progress.

It is vital Government and industry work together on the development of practical voluntary targets with realistic timeframes, as well as incentives to drive further progress.

New research we recently undertook showed our larger companies would find the following most helpful to support them in this space:

1. **A category specific health logo that considers both nutrients to reduce and increase, to communicate healthier options to consumers**
2. **Government support towards use and safety of ingredient solutions to help improve the nutritional profile of products**
3. **Broader and more accessible financial support for reformulation and healthier product innovation**

It is also important to consider how we can support small and medium size businesses (SMEs), which

account for over 97% of our industry. Smaller businesses play an important role in providing healthier options and contributing to the success of the Government reformulation programmes but may lack the technical resource or funds needed to do this.

Smaller businesses highlighted the need for a holistic programme to help them kick start and deliver healthier product innovation.

The FDF Scotland Reformulation for Health Programme, funded by Scottish Government, is a best practice example delivering a wide range of benefits to support SMEs including funding, tailored support and advice, training and resources. See further details on pages 12-13.

As part of this, smaller businesses identified financial support as key. They would also welcome Government to explore new ways to enable positive communication to consumers.



**Sarah Williams**  
Innovation Technologist  
RSSL

As food availability increases across diverse populations, the landscape of shaping healthier diets has undergone significant transformation. This responsibility no longer rests solely on consumers' shoulders. As part of UK Government initiatives, like the voluntary reformulation programmes, the soft drinks industry levy and the ambitious high fat, salt, and sugar (HFSS) targets, manufacturers are actively involved and share the responsibility of population health.

### The challenge of developing healthier products

Reformulating for better health poses a complex challenge that many product developers are facing. With increased

consumer interest in health and wellbeing since the start of the pandemic, the concept of 'healthy' varies significantly from person to person. While some associate a healthy diet with reducing ingredients such as fat, sugar, and salt, this perspective has increased consumer curiosity in reformulated versions of familiar products that incorporate novel ingredients, processes, and technologies. On the other hand, others focus on enhancing health through dietary additions rather than exclusions. This might involve promoting higher protein claims for increased satiety, high fibre claims for improved gut health, and even introducing functional ingredients, such as botanicals, vitamins.

For most, the nutritional profile of a product is important, regardless of the driver for health, developers face the same considerations. Reformulation of a product can have considerable impact on sensory properties, shelf-life, processing conditions, increases to ingredient lines, on-pack health

claims and increased prices for both manufacturers and consumers. Addressing these formulation challenges is a high priority for RSSL's Product Development Team. They partner with our clients to help them navigate the changing food landscape through new and innovative solutions.

### Balancing health and cost of living

The complexity of enhancing health through reformulation increases during a cost-of-living crisis. Insights from Mintel's 2023 consumer research has suggested that rising costs have shifted health concerns to take a back seat, with financial matters taking priority for many UK consumers. It is vital for manufacturers to maintain product quality whilst meeting health and nutrition targets to attract and retain customers. Should developers encounter any of these challenges with inadequate solutions, it is likely to result in poor product quality, consumer complaints and loss of sales.

The significance of these potential outcomes emphasises the importance of dedicating sufficient time and resources to overcome these development challenges before reformulated products hit the shelves.



## KP Snacks



**KP Snacks** is committed to increase the number of products that are (at least) a source of protein or fibre and to achieve a further 10% reduction in salt across its portfolio.

Progression towards these targets continued with reformulations and new products focused on reduced salt, sugar and/or fat content. This includes new Tyrrells Lightly Sea Salted; reformulation for popchips

and Hula Hoops Puff ranges as well as Penn State's Sour Cream & Chive and Roasted Chilli pretzels.

Nuts are naturally high in fibre and a good source of protein and in 2022 KP introduced more accessible formats to help people enjoy more nuts on the go, such as KP Nuts 30g Snack Packs and new KP Nut-tastic.

## MARS WRIGLEY



**Mars Wrigley's** product range is evolving to encourage people to consume responsibly – by offering smaller portion sizes or introducing lower-sugar products.

Recent innovations include 'More Protein' ranges, containing 30-40% less sugar and 100kcal Mars, Snickers and Twix bars. With ambitious plans to continue growing their healthier snacking portfolio, Mars has also invested in a non-HFSS "Triple Treat" range of Mars, Snickers and Galaxy Bars – high in fibre, fruit and nuts.



As a responsible food manufacturer, **McCain Foods** is committed to ensuring their products can be enjoyed as part of a healthy, balanced diet. A number of their best loved products do not contain any added salt such as Ready Baked Jackets and Naked Oven Chips.

They also have an ongoing reformulation program and have reduced the amount of added salt in products by over 30% since 2001. McCain remains determined to further improve the nutritional profile of their products.

## Mondelēz International



As part of **Mondelēz International's** commitment to evolve its portfolio and offer consumers a greater choice of balanced snacking options without comprising on taste or texture,

in 2023 they launched their first ever non-HFSS range – Cadbury Dairy Milk Fruitier & Nuttier.

Developed by food scientists and nutritionists at Mondelēz International's Bourneville site, this trail mix is lower in sugar and saturated fat, and higher in fibre and protein than an individual serving of Cadbury Dairy Milk Fruit & Nut Chocolate.

Available in individual share bags and multipacks, core ingredients include sultanas, cranberries, roasted almonds, hazelnuts, much-loved Cadbury Dairy Milk chocolate buttons and dustings of cocoa powder.



In 2022, **Pringles** launched Multigrain, a product with the same iconic crunch and famous 'hyperbolic paraboloid' shape consumers know and love, with less salt. The new Multigrain chip is non-HFSS, made with 15% more grains, 20% more fibre and 40% less salt than the Pringles core range.



The delicious range launched with three flavours: Sour Cream & Chilli, BBQ Sauce and Roast Chicken & Rosemary, all of which offer a twist on some of the Pringles classics.

A key challenge on the project was achieving the iconic Pringles flavours with a recipe that was much lower in salt.

Pringles' food development experts altered the process used to make the iconic Pringles chip by adding salt via the seasoning blend, which meant that less salt was needed overall.



In March 2023, Old El Paso, a **General Mills** brand, launched their thinnest tortilla yet. An individual tortilla wrap contains 96 calories per unfilled tortilla wrap. With this new range, Old El Paso is providing even more calorie orientated choice to its consumers, with the same delicious flavour and functionality.



The product development has taken over 18 months for a core team involving four R&D people to develop this recipe and scale-up in factory. This included over 20 product and over 10 plant trials to get to a successful result. Rebalancing ingredients and nutrients whilst keeping taste, texture and flexibility was a significant challenge.

\* Nielsen IQ RMS data 12we 10/06/2023 \*\* Nielsen IQ RMS data 52we 10/06/2023



In April 2022, **PepsiCo** set out an ambition to make 50% of its **Walkers** snack sales come from healthier alternatives by 2025. One year on, the brand is already over halfway to reaching this goal – with non-HFSS snacks now accounting for 15% of Walkers' overall sales and a further 15% from less than 100 calorie portions.



A major step towards this progress was the launch of Walkers 45% Less Salt, the company's first potato crisp to not be classified as HFSS. This has already become a popular brand with sales over £30million and a loyal customer following. It is estimated over 16% of UK households now choose 45% Less Salt regularly.



**Premier Foods'** Deliciously Good range represents years of work in reformulation, achieving reductions of more than 40% for sugar, 70% for saturates and an increase of more than 800% for fibre compared to the standard Kipling slices.

Each slice contributes only 99 kcal to consumers' diets. To deliver these products to market a significant amount of focused resource was invested over a period of five years.

In cake, sugar and fat are highly functional and contribute significantly to taste, texture, and shelf-life. When reducing these ingredients, new functional ingredients like fibres or starches and new technologies are key to retaining these characteristics.



## SUNTORY BEVERAGE & FOOD GB&I

All **Suntory Beverage & Food GB&I** drinks, including Lucozade Energy, Lucozade Sport, Ribena and Orangina are now non-HFSS. They have also introduced zero and reduced calorie alternatives for every brand and have brought to market new lower-sugar drinks and sub-brands like Ribena Sparkling, Lucozade Sport FitWater and Lucozade Sport Zero Sugar.



In 2020, Suntory invested a further £13m into their factory in Coleford in the Forest of Dean to bolster its capacity to produce lower-sugar and non-HFSS drinks at pace. In total, Suntory has reduced sugar by 57% on average across its core range - removing 25,500 tonnes of sugar and 98.1bn calories from people's diets.



**Nestlé** started their reformulation journey for Nescafé Frothy Coffees in 2007. In 2019 reformulation resulted in the removal of 135 million teaspoons of sugar, 35 tonnes of saturated fat and over 2.5 billion calories.

Following this programme of reformulation, Nestlé's entire range of retail coffees, including Starbucks retail products, Nescafé Dolce Gusto coffee mixes, Nescafé in 1 Range and Nescafé frothy coffees are all non-HFSS. All current and future products will now be non-HFSS, with no red traffic lights on the front of pack label, less than 90 calories per mug, and meet the 2024 salt targets.

## MARS Food



Ben's Plant Powered was created to help consumers looking to enjoy a flexitarian diet. Available in three delicious flavours - Chilli Non-Carne, Spicy Lentil Stew and Tikka Masala, Ben's Plant Powered are plant-based versions of some of the UK's favourite meals. Each recipe is a good source of fibre and protein, and contains no artificial colours, flavours or preservatives.

We know that when consumers decide to eat without meat for one of their weekly meals, they still want their favourite foods rather than to cook something brand new. Ben's Plant Powered meals have been co-created with consumers to provide easy to prepare and delicious meat-free versions of best-loved recipes.



Following Public Health England's sugar reduction programme for yogurts and fromage frais between 2015 and 2020, **Danone** reformulated products in this category and reviewed its portfolio, resulting in a reduced sugar content in their yogurts of 16%.

Despite the programme ending, Danone continued to reduce the volume of sugar sold to ensure that products are as healthy as possible. As of 2022, it had achieved a 21% reduction in total sugars, compared to 2015 levels, across its yogurt and plant-based alternative to yogurt portfolio, including Activia, Light & Free, Alpro.



**Mondelēz International** has released reduced sugar and HFSS compliant versions of Maynards Bassetts iconic gummies. Introduced across their Wine Gums Juicies and Sports Mix Juicies, this range contains 30% less sugar than standard equivalents. Containing fruit juice, natural colours and flavours, the range offers consumers a reformulated confectionary product, all without comprising on taste or texture.



# Developing healthier recipes

A reformulation and new product development journey

## All about the consumer

Consumer acceptance is key to success. Consumer insights are sought through sensory testing and focus groups throughout the product development.



Monitor consumer response

## Did you know...

...in order to make a **reduced fat/sugar/calorie claim**, a product must contain at least 30% less fat/ sugar/calories compared to similar products on the market.

...even seemingly **minor reformulation changes require shelf life testing** to ensure that food safety and quality aren't compromised.

...reducing the amount of salt, sugar and fat in a product, substituting ingredients and/or changing portion sizes **can all have an impact on a product's cooking instructions.**



## Setting up your project team

Multi-discipline reformulation teams often involve development chefs, nutritionists, food technologists, sensory and analytical scientists, engineers, suppliers, marketeers, and wider teams such as packaging and operations.



Scan this QR code for helpful guidance on reformulation





## FDF Scotland – Reformulation for Health Programme

The Reformulation for Health programme, funded by the Scottish Government, is transforming the way we produce food and drink in Scotland, removing millions of calories and tonnes of salt from the Scottish diet.

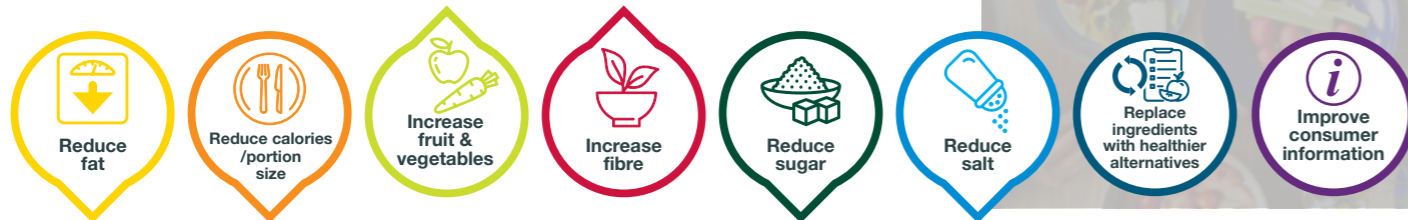
Since its launch in 2019, we have:

- ✓ engaged hundreds of businesses to help make Scotland healthier
- ✓ supported businesses to reformulate Scotland's everyday food, cutting fat, sugar and salt and improving nutritional content
- ✓ funded 67 projects across the breadth of Scotland to improve the health of their products and communities
- ✓ involved the whole food system - from suppliers to retailers and caterers – in our drive for healthier food

The programme focusses on 8 key principles, based on the Scottish dietary goals. Working across all food sectors to improve the health of commonly consumed products from butchery, bakery, ready meals to ice cream, crisps and chocolate.

The programme provides a wide range of support and opportunities to help make reformulation more accessible to SME manufacturers.

### Principles of Reformulation



### Funding Success

Over £240,000 has been made available to SME manufacturers to help drive successful reformulation projects through five separately delivered funds.

- **Reformul8 Challenge Fund - £110,000** from Scotland Food and Drink partnership and the Reformulation for Health programme has supported 46 food manufacturers to make their products healthier
- **Healthier Product Innovation Fund - £80,000** delivered in partnership with Interface, with £80,000 funding provided by Scotland Food and Drink Partnership. Supported 8 innovative reformulation projects with academic partners
- **Healthier Bakery Fund - £50,000** of funding provided by Food Standards Scotland. Supported 13 businesses from Scotland's bakery industry to improve the nutritional composition of their products

### Delivering Change

#### The Reformul8 Partnership

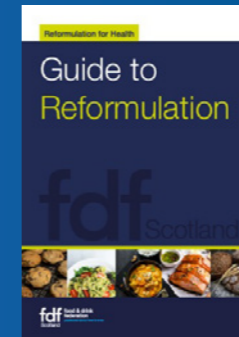


Recognising the need to enlist the whole food system, the Reformul8 Partnership brings together different stakeholders who can influence and facilitate

successful reformulation in Scotland. Over **63 organisations** are currently committed to supporting reformulation, including ingredient suppliers, research and academia, food manufacturers, retailers, and non-government organisations.

#### The Reformulation Toolkit

Our freely available online toolkit provides a wealth of resources to help upskill the industry and facilitate reformulation. Resources include our Reformulation for Health Guide, as well as podcasts and webinars focusing on specific nutritional challenges such as sodium reduction and fibre enrichment.



### Positive progress



#### McIntosh of Strathmore

McIntosh of Strathmore is Scotland's no.1 ready-meal brand was awarded funding and

tailored advice to review its existing food range and develop an action plan focussed on working towards UK calorie and salt reduction targets.

Through a considered change to reduce the saturated fat and salt in a base recipe used in multiple products, 109 million calories have been removed from multiple macaroni cheese dishes.

*"A 10% reduction in salt or calories across our products could add up to some huge figures in reduced calorie and salt consumption nationwide"*

**James Smiles**  
Technical Manager



#### Bells Food Group

Bells products are part of everyday Scottish life, as Scotland's number 1 pie brand and leading suppliers of iconic pastry, pies and cakes. With

Reformul8 Challenge Funding and bespoke support from the Reformulation for Health programme, Bells removed 50% of the salt in their pie shells, equating to approximately 15 tonnes less salt each year (the same weight as 15 family cars).

They haven't stopped there, Bells are currently undertaking a new reformulation project to reduce the quantity of fat and calories in their pastry products too.



The FDF has long called for a more holistic approach to the Government's nutrition policy, believing the focus should not just be about cutting down but also celebrating the role foods can play in a healthy balanced diet. As such, in 2021 we launched our Action on Fibre initiative, in which companies commit to bridge the gap between fibre intakes and the dietary recommendation.

Since then, 25 brands have signed up to Action on Fibre and they have made a demonstrable difference. In the first year, participating brands delivered an additional 7.2 billion servings of fibre by adapting recipes and launching higher fibre options.

Who is involved?



Year 1 achievements (2021-2022)

25

brands signed up to help bridge the fibre gap



90

pledges were made to help make higher fibre diets more appealing, normal, and easy for the population

143 new products

and 33 reformulated products

were brought to market that are a source of or high in fibre from a variety of categories



This delivered 7.2 billion more servings of fibre to the population



That's the equivalent to around

5.5 billion bowls of bran flakes



or

7.8 billion slices of wholemeal bread<sup>1</sup>



The British Nutrition Foundation is a registered charity that delivers evidence-based information on food and nutrition to support healthy, sustainable diets.

1. Steenson and Buttriss (2021) Healthier and more sustainable diets: What changes are needed in high-income countries?

2. More information at www.nutrition.org.uk.

There is strong evidence that high fibre diets help reduce risk of heart disease and stroke, type 2 diabetes and bowel cancer as well as keeping the gut healthy. Yet, we eat much less fibre than recommended – just 19.7g per day for adults on average, compared to the recommended 30g per day. Less than 1 in 10 adults meet the recommendation on average.

The term 'fibre' includes different complex carbohydrates that we can't digest but which deliver various health benefits as they pass through the gastrointestinal tract. Some allow faeces to move more easily through the gut, and others influence how quickly we absorb nutrients such as sugar. Other 'fermentable' types of fibre are metabolised by our gut bacteria, producing substances that can be beneficial to our health, such as helping control blood cholesterol, or increasing the 'good' bacteria in the gut.

Fibre-containing foods usually contain a mix of different fibre types, hence the importance of eating a variety of different fibre-containing foods, including wholegrains, fruits, vegetables, pulses, nuts and seeds. Not only is a plant-rich diet beneficial to our health, it is also good for the planet<sup>1</sup>. The British Nutrition Foundation has resources to help people eat more fibre, including a 7-day meal plan and the 'Fun way to fibre' resource showing how simple swaps can increase fibre intake<sup>2</sup>.

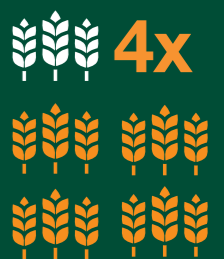


This has had a demonstrable impact...

Kantar Worldpanel data shows a **↑ 2% increase** in fibre content of products purchased by consumers from participating brands<sup>2</sup>.

This is almost four times the growth

in fibre of products purchased by consumers from the total food and drink market.



1. Based on fibre content per serving of bran flakes and per medium slice of wholemeal bread from McCance and Widdowson's composition of foods integrated dataset

2. Kantar Worldpanel Take Home data for FDF Action on Fibre members and Total Food & Drink, sales weighted average nutrient content per 100g/100ml/serving, 2022 vs 2021; 2022 vs 2018





As part of FDF's Action on Fibre, the **Weetabix Food Company** have successfully reformulated their

existing Oatibix cereal recipe to increase the fibre per 100g serving from 7.3g to 8.8g, bolstering the fibre content by over 20%.

Their latest suite of product innovations also deliver against this high-fibre commitment. Weetos Orange Chocolate Hoops offer 7g per serving, Oatibix Nutty Crunch offers 6.9g per serving, and Weetabix Baked With Lyle's Golden Syrup offers 10g per serving – all without compromising on taste.

These innovations and reformulations combined introduced an additional 16 million servings of fibre into the UK's diet in 2022 alone.



In 2022, **Kingsmill** launched three new bread recipes, two rolls and one muffin. Action on Fibre inspired them to do things a little differently and they ensured every product launched in 2022 met the pledge, including the Kingsmill Great White Bloomer.

Kingsmill has plenty of experience in adding fibre to white bread, so they know the trick is to ensure there is no detriment to taste or texture. Reviews such as "Kingsmill it's blooming lovely! Really tasty and lovely and soft" show they have got the balance right.



In June 2022, **Kellogg's** launched two new granolas as part of its Special K range. Special K Crunchy Oat Granola comes in two flavours: Mixed Berries with blackcurrants and cranberries, and Dark Chocolate with 64% cocoa chocolate curls.

These new products aim to bring taste and healthier credentials to the granola category. The clusters are made with oats and puffed grains resulting in a granola that is high in oat grain fibre to support digestive

health. A key challenge in the development of the granola was the need to balance gut health benefits with great taste, while maintaining the other health credentials like being 30% lower in sugar than other granolas, higher in fibre and non-HFSS.



**Nomad Foods** launched Birds Eye Veggie Power range – 3 variants of delicious frozen mixes of vegetables and grains, all of which are a source of fibre. They also launched 3 new **Goodfella's** pizza variants, all of which provide at least 3g fibre per portion, and are also non-HFSS.

Fibre increase has been one of the means through which they've renovated their Goodfella's pizza portfolio to become non-HFSS. For both innovations and renovations, fibre was a key nutrient of focus. Overall, based on full year 2022 sales volumes, the 6 key innovations launched across 2022 delivered 1,759,495 additional 3g portions of fibre onto the nation's plates.



**Graze** sought to create a new product for their Crunch range, which would be a sweet & salty offering. The key requirements were that it had to include an element of chocolate but also be HFSS compliant, high in fibre and under 150kcal per portion.

Graze took inspiration from a classic and well-loved flavour combination. They combined peanuts with chocolate and honey coated veg & beans which deliver a high fibre content. The product has been a hit with consumers since it launched in

July 2022, winning a Product of the Year award in the On the Go snacks category.



**AB Mauri** launched a new line of bread mixes for craft bakeries that carry either a 'source of' or 'high in' fibre claim. Smaller bakeries may not have the time or resource to overcome the challenges that enriching bread with fibre and other nutrients present.

The new 'Pure ProGrains' bread mixes combine fibre ingredients with the latest market leading technology solutions to produce innovative great tasting breads with excellent final product attributes. As per most developments it came with its fair share of challenges, one being the ability to process some of the new ingredients. AB Mauri invested in their plant which allowed them to maintain ongoing product quality.



In 2022, **Premier Foods** were pleased to introduce a new range of 100% plant-based protein pots with Plantastic. As well as being non-HFSS compliant, all are high in protein, low in sugar, low in fat and low in saturated fat.

The Bolognese Pasta and Cajun Rice variants also provide a source of fibre as well as being full of veggie pieces, making them a great choice for health-conscious consumers. The Bolognese Pasta Pot contains 74kcal and 1.2g fibre per 100g and the Cajun Rice variant has 3.5g fibre per portion.





In July 2022 **dorset cereals** launched new dorset cereals muesli crunch. They wanted to create a delicious muesli cereal that has similar benefits to their existing muesli products like being high in fibre and packed full fruits and nuts, but with more crunch as some consumers find muesli too dry and too much of a mouthful.

Trying to get the right balance between health and taste is always a key challenge as part of the development process but dorset cereals believe they have cracked it with this product.

dorset cereals muesli crunch has between 6.8 and 7.6g of fibre per 100g.



In 2022, **Quorn Foods** launched 15 new Quorn products, all of which were at least a source of fibre, with five being high in fibre.

One such innovation is Quorn Mini Fillets which comes in two flavours, sweet chilli and jerk, was launched in the deli category as a perfect addition to salads and wraps or as a snack in its own right. With both varieties providing 7.3g fibre/100g they are an easy way to boost fibre intake. As of the end of December 2022, 82% of Quorn's UK portfolio provides at least a source of fibre.



In 2021, **Schär** launched three varieties of their redeveloped Wholesome loaves (white, seeded and vitality). The aim was to improve their taste, texture and nutritional credentials, with specific reference to sugar, saturated fat, fibre and salt. Fibre was increased by an average of 11% across the 3 lines.

The Wholesome Vitality loaf now contains 9.5g fibre/100g, becoming Schars highest fibre loaf ever, with two slices

providing over 20% of the 30g adult daily fibre requirement. All three products can claim 'high in fibre' and this claim is front-of-pack for all of the Wholesome loaves.



## Warburtons

In April 2022, **Warburtons** launched their exciting new Seeds & Grains Range; Make it Grain, The Big 21 and Plant Power. The three 700g loaves are all made with 100% wholemeal flour, packed and topped with the goodness of seeds, grains and pulses. All three products are high in fibre and in addition, are low in sugars and high in protein. The new range also excitingly is wrapped in paper packaging which can be recycled at home with newspapers.



Throughout 2022 and the beginning of 2023, front of pack messaging on new **pladis** launches under Jacobs, GoAhead and McVitie's has made it easier for people to make informed choices when looking for healthier snacks.

GoAhead Fibre Jacks bring a positive nutrition story to the core range. Packed full of wholegrain oats, these high fibre flapjacks are the perfect afternoon pick me up. Wholistic - a new sub brand of the leading healthier biscuit brand Go Ahead - has paved the way for benefit led innovation with fibre and digestive health playing a key role.



In 2022, **Nature's Heart** have launched six new, tasty, savoury snacks, the Crunch

range. Nature's Heart Crunch contains a variety of pulses, legumes, and seeds, and is available in some of the UK's most loved flavours. The range is HFSS compliant and each 50g single bag contains the equivalent of four tablespoons of vegetables, is high in fibre, high in protein and provides consumers with one of their five a day!

In line with Nestlé's Action on Fibre commitment, all products within the Crunch range are high in fibre containing between 15g-19.5g per 100g, and 7.5g-9.8g per serving. All the snacks contain a positive fibre message front of pack.



In 2022, **Jackson's of Yorkshire** aimed to bring a younger, family audience into the brand.

Seeds are enjoyed by adults and hidden seeds can be enjoyed by both adults and children. The addition of seeds in the loaf made it possible to make great nutritional claims such as a source of calcium, vitamin D, protein and fibre – with 5.7g/100g of fibre.





**Providing a range of portion size options is another key lever for manufacturers to support consumers in achieving a healthier diet. This is particularly useful for categories where reformulation is less feasible, due to the functional role of sugars, salt and/or fat in these products.**

Portion size is well-established as a mechanism to support a healthier balanced diet, and we would like to see this more widely recognised, endorsed and incentivised, including within the Government reformulation programmes.

Food and drink manufacturers will also work with Government to find effective ways to raise consumer awareness of the important role of portion sizes as a means to reduce calorie intakes, as part of the Government's Better Health campaign and where possible through product marketing.

*"For the food industry, it's important to understand what consumers want from portion size information and how they might react to different sizes when choosing foods and drinks."*

**The British Nutrition Foundation**



**The British Nutrition Foundation is a registered charity that delivers evidence-based information on food and nutrition to support healthy, sustainable diets.**

**To tackle obesity, we've got to think about how much people are eating as well as what they are eating. It's been estimated that reducing our exposure to large portion sizes could lower our calorie intake by up to 16%. This has been clearly recognised by the Office of Health Improvement and Disparities - reducing portion sizes is a key feature of its sugars and calorie reformulation strategy for manufacturers, retailers and the out-of-home sector. Some countries include portion size information as part of their food based dietary guidance, but in the UK we only have portion size guidance for certain foods, such as fruit and vegetables and fish.**

For the food industry, it's important to understand what consumers want from portion size information and how they might react to different sizes when choosing foods and drinks. Suggested portion sizes on products can vary widely within categories and consumers may not always be aware of, or trust portion size information on pack. It's important that portion size information on pack is clear, consistent and practical<sup>1</sup>.

The British Nutrition Foundation has developed a set of resources on portion size as part of a healthy diet, called 'Your balanced diet – get portion wise!'. These provide guidance on portion sizes for a range of foods using practical measures such as

hands. The guides also suggest how often to eat foods from each of the main food groups to get the right balance as well as suggesting example meal plans to put the guidance in to practice. Controlling portion sizes is one factor that can help us tackle obesity and dietary quality, and the food industry can be an integral part of the solution.

Not only is a plant-rich diet beneficial to our health, it is also good for the planet<sup>1</sup>. The British Nutrition Foundation has resources to help people eat more fibre, including a 7-day meal plan and the 'Fun way to fibre' resource showing how simple swaps can increase fibre intake<sup>2</sup>.

1. <https://www.igd.com/Portals/0/Downloads/Charitable%20Impact/Portion%20size/can-one-size-fit-all.pdf>

# Mondelēz International

As part of **Mondelēz International's** commitment to grow its portfolio and offer consumers more lower calorie options without compromising on texture or taste, in 2023 they launched its new under 100 calorie Cadbury Delights range.

Developed by food scientists and nutritionists in Bournville and sold in three flavours – Salted Caramel, Orange & Caramel, and Hazelnut & Caramel – each Delights bar contains a soft nougat filling and caramel layer coated in Cadbury chocolate.

Each individual bar contains just 91 calories and is also labelled with BeTreatwise messaging, promoting portion control and making it easier for consumers looking for lower calorie options within the chocolate category.



# pladis

**McVities** has reformulated Hobnobs Oaty flapjacks to contain at least 30% less sugar\*. Sugar content has been reduced from 9.6g to 3.7g and fibre increased from 1.3g to 5.2g per bar.



These individually wrapped flapjacks are high in fibre and baked with 100% wholegrain oats, making them the perfect portion-controlled choice for a mindful snacking moment.

The range has also been extended to include a second flavour variant coconut macaroon. Jacobs has also reformulated Crinklys to feature 30% less fat\*\*. There are two flavour variants, cheese and onion and salt and vinegar, each available in 23g portion packs.

\*at least 30% less sugar vs the typical flapjack  
\*\*30% less fat vs fried potato crisps

# FERRERO

To help people enjoy their favourite products in small portions, **Ferrero** products come in small, individually wrapped portions, and over 91% of Ferrero's portfolio comes in portions of less than 150 kcal.

Ferrero works with leading experts to encourage a thoughtful mindset when enjoying its products: its Thoughtful Treating initiative and responsible marketing approach are intended to help consumers make thoughtful choices about what they buy and how they consume Ferrero products.



Ferrero has redesigned its labelling to make portion sizes and nutritional information clearer so that consumers can choose its products, such as Kinder Chocolate, more thoughtfully.



HEALTH

FDF members products contribute **13%** fewer calories, **15%** fewer sugars and **24%** less salt to the average shopping basket than they did in 2015



EMPLOYMENT

We directly employ around **457,000** people across every region and nation of the country  
Food and drink manufacturing makes up over **22%** of total manufacturing employment in the East Midlands



TRADE

Food and drink exports were valued at **£25 billion**  
Wales exported **£160m** of cereals in 2022



GENERAL

**25%** growth in food and drink businesses in Northern Ireland between 2017 and 2022  
UK food and drink manufacturing contributes **£33 billion** to the economy – bigger than automotive and aerospace combined

Yorkshire and the Humber delivers **14.3%** of the UK's food and drink manufacturing turnover



INNOVATION

Reformulation for Health Programme has removed **hundreds of millions** of calories and tonnes of salt from Scottish diets



SUSTAINABILITY

FDF companies report an absolute reduction of over **60%** in CO<sub>2</sub> emissions compared to 1990 baseline





## About the FDF

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The food and drink industry is the UK's largest manufacturing sector – bigger than aerospace and automotive combined. From cereals, condiments, snacks and beverages, UK food and drink boasts centuries of expertise, healthy nutrition, and provides a fantastic range of delicious and affordable products for everyone, everywhere across the country and around the world to buy.

The FDF is voice of this vibrant, resilient, and diverse industry. For over 100 years,

we have successfully contributed to policy making and legislative development, championing the views of our members – from the most recognisable global brands to the most innovative start-ups – on the critical issues of the day.

We bring together business, government, and stakeholders to ensure our manufacturers have the right conditions to grow, invest and employ to help propel the UK economy and drive long-term prosperity and growth at home and abroad.

**FOOD &  
DRINK  
POWERS  
OUR  
NATION**

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**fdf** food & drink  
federation  
passionate about food & drink