

FDF Action on Fibre







KP Snacks

Commitment:

We commit to launching new and reformulated products that are a source of fibre and to use marketing and labelling to promote these higher fibre options to consumers and customers. Additionally, we pledge to promote higher fibre diets to our employees.


KP Snacks Pledges:

-  We commit to launching new products that are a source of fibre or high in fibre, including 5 new products during 2022.
-  We commit where possible to increasing the fibre content of appropriate products within our portfolio through reformulation to reach a source of or high in fibre claims.
-  In 2022 & 2023 we commit to use marketing to shift consumers to higher fibre options and work with retailers to make them more prominent through promotional and location mechanisms where legislation permits.
-  We commit to highlight on pack, products that contain more fibre or wholegrain where it is appropriate to do so such as on our KP Nuts range.



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 We commit to promote higher fibre diets to our employees and to encourage consumption of higher fibre foods. This will form part of our broader health and wellbeing initiatives. We will highlight events such as Fibre February and International Whole Grain day as part of our actions to communicate the benefits of fibre within our workplaces.