

FDF Action on Fibre





Lidl GB

Commitment:

Lidl GB is proud to be the first retailer to announce a fibre strategy that spans its entire product offering. With nearly a quarter (23%) of shoppers actively seeking high-fibre products for their weekly groceries, Lidl's new initiative is set to make it easier and more affordable for customers to improve their diets. Currently, only 9% of UK adults meet the recommended daily intake of 30g of fibre, with lower-income households consuming even less.

As part of its new targets, Lidl is working with suppliers to enhance existing recipes by incorporating more plant-based, fibre-rich ingredients like lentils, beans, and grains, whilst reducing fats and sugars. Lidl will also seek to introduce new and exciting high-fibre products, boosting nutritional value and making everyday items healthier.

Lidl GB pledges:

-  To increase total fibre sold, in tonnage, by 20% by 2026.
-  To increase the proportion of wholegrain to 25% of total grains sold by 2030.