

KELLOGG UK PLEDGES TO SUPPORT NEW INITIATIVE TO BOOST FIBRE INTAKE

Kellogg's has joined forces with other food and drink companies to support a new initiative which aims to boost Britain's fibre intake.

By joining the 'Action on Fibre' industry initiative, Kellogg's aims to help make high fibre diets more appealing and raise awareness of the nutrient's important health benefits. Along with several other household brands, the cereal giant aims to close the gap between how much fibre we're eating and how much we should be eating as recommended by scientists and the government.

As one of the UK's most-loved brands, Kellogg's has always been a pioneer in delivering high-fibre breakfast options. Just last year the brand launched All-Bran Prebiotic Oaty Clusters as the latest addition to its portfolio of fibre-rich cereals. The new launch includes almost a third of the recommended daily fibre intake per bowl¹.

Chris Silcock, managing director of Kellogg's in the UK, said: "Whether it's our new additions or classics like All-Bran, we work hard to provide a wide range of healthy choices for UK shoppers. That's why we're proud to get involved with Action on Fibre, and play our part in providing tasty, high-fibre products people know and love."

The Action on Fibre industry initiative has been developed by the Food and Drink Federation, the trade association which represents food and drink manufacturers in the UK.

Commenting on the launch of Action on Fibre, FDF's chief scientific officer, Kate Halliwell, said: "We are delighted to launch a new industry led initiative to bridge the gap in fibre intakes. Fibre plays an essential role in the diet and currently the UK's population, on average, do not consume enough fibre in their diets."

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For more information please contact Kellogg's Press Office on pressoffice@kellogg.com or call 0161 869 5293

Notes to editors:

Please see the list of the companies involved in the initiative below:

Cereal Partners Worldwide UK, Quorn, Kingsmill, Allinson's, Burgen, KP Snacks, Kellogg's, Birds Eye, Aunt Bessie's, Goodfella's Pizza (Nomad foods), Warburtons, Weetabix Food Company, Elephant Atta (Westmill Foods), Jordans, Dorset, Ryvita, General Mills, Pladis, Dr Schär, Innocent, Nestlé, Jacksons Bakery, Premier Foods.