



Health

Public health is directly affected by diet and because staple foods like bread are a significant source of wholegrain, fibre and salt, they have a positive role to play in improving it.

The world needs to reduce the huge burden created by lifestyle-related diseases, such as obesity and diabetes. Our research suggests that consumers increasingly focus on how diet impacts wellness.

The signs are that they are prepared to increase their intake of valuable nutrients and cut, for example, levels of sugar, salt, and fat. At the same time, they are searching for easy options to improve their diet in a healthier direction – without sacrificing taste.

With a finite amount of farmland on the planet, we must produce more food sustainably whilst at the same time producing healthy and nutritious foods that improve human health. Wasting resources and CO₂e to produce food with empty calories instead of maximizing the nutrients they contain is unsustainable and damaging to the planet.

As part of our efforts to improve the overall nutritional profile of our products we want to make fibre and whole grains significant ingredients in the majority of our bread and fast food products and to continue to work on sugar and sodium reductions.

One of the healthiest staple foods are whole grains. Whole grains are complete grain. Unlike refined grains, only the inedible parts, such as hull and husk have been removed. Compared with other types of grains, whole grains are better sources of fiber and other important nutrients, such as B vitamins, iron, folate, selenium, potassium and magnesium.

Our 2030 commitments

- All our Bread and Fast Food products will contain a minimum of 3% fibre ('source of fibre') and 30% of our Bread products will contain 6% ('rich in fibre')
- 33% of grain ingredients in our Bread and Rye Bread products will be wholegrain
- We will reduce the salt content in all our Bread and Fast Food products by 10%
- 40% of our Sweets volume will contain a maximum of 250 kcal per portion

