

Mars Food UK

2017 Pledge



This is an UK wide pledge

This commitment will be implemented by
October 2020

1

Retailers and manufacturers commit to increase the volume of veg in ready meals (whole-meal replacements) and in on-pack and online recipes for meal ingredients (e.g. cook-in sauces etc.)

This aligns with point 2 on the commitments framework

Commitment details

We will encourage our 16 million consumers to eat more vegetables by updating our recipe suggestions on our UK websites and on our packs.

Monitoring

By October 2018 Relaunch our UK Dolmio website with updated recipe suggestion page which encourages increased vegetable consumption including recipes that contain 2 of 5 a day per serving

By October 2020 We will update further recipe suggestions to encourage increased vegetable consumption

By 2021, in line with packaging changes or new product launch, our on-pack recipe suggestions will encourage increased vegetable consumption.

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2

Businesses and public sector bodies providing food commit to support people to eat two portions of veg at lunchtime at no extra charge

This aligns with point 4 on the commitments framework

Commitment details

We will provide a 'healthy meal' option each lunchtime that includes 2 of your 5 a day, with no additional cost for the 2 portions of vegetables.

Monitoring

All Mars Food UK canteens (Head Office & Factory) to have this implemented by October 2018.

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3

Manufacturers' recipes for food service customers commit to follow standards which include at least two portions of veg in all main meals.

This aligns with point 5 on the commitments framework

Commitment details

Each year we serve over 40million Food Service meals. We will encourage menus that include 2 of 5 portions of veg per serving by:

1. Developing a new Recipe book containing 2 portions of veg per serving.
2. Use these recipes and our Peas Please commitment at customer & industry trade shows demonstrating how easy it can be to increase vegetable consumption

Monitoring

By October 2018: 2 of 5 Recipe book developed, 2 of 5 campaign advertised at all customer & industry trade shows attended.