Nestle UK
2017 Pledge

This is an UK wide pledge

Nestle UK commits to play our part to help increase vegetable consumption and will ensure that our meal recommendations developed for our retail Maggi dry recipe mixes (e.g. Maggi So Juicy), Maggi stock cubes and Maggi stock pots suggest at least two portions of vegetables per serving.

We pledge to update all of our retail stock and dry recipe mix Maggi Meal recommendations to include 2 portions of vegetables per serving (on-pack and online) by the end of 2018.

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
Nestlé UK commits to play our part to help increase vegetable consumption and will ensure that our meal recommendations developed for our retail Maggi dry recipe mixes (e.g. Maggi So Juicy), Maggi stock cubes and Maggi stock pots suggest at least two portions of vegetables per serving.

We pledge to update all of our retail stock and dry recipe mix Maggi Meal recommendations to include 2 portions of vegetables per serving (on-pack and online) by the end of 2018.

Monitoring
Currently 7 out of 28 of our meal recommendations suggest two portions of vegetables. By end of 2018 we aim that all of our meal recommendations for our retail Maggi dry recipes mixes, Maggi stock cubes and Maggi stock pots recommend two portions of vegetables.