



Birds Eye 2021 Pledge

This is a UK pledge

This commitment will be implemented
by 2023

1

Retailers commit to increase sales of veg by adopting new measures which drive increased consumption while maintaining their existing commitments to reduce waste (22 actions to help drive up sales can be found in our retailer toolkit)

This aligns with point 2 on the Commitments Framework

Commitment Details

As a key producer of Veg in frozen we are already a positive choice for many families. However, we want to further increase UK Veg consumption which is reflective of our long term ambition to increase Veg consumption in the UK from 127g (1.6 portions) to 300g (3.8 portions).

We will encourage consumption by creating conversations to inspire usage and occasions, across media platforms.

Monitoring

Increased consumption will be monitored by units sold YoY (reported on Nielsen and internal reports) across Birds Eye Veg portfolio in the UK.

We will measure inspirational content by assessing volume of new content created.



Birds Eye 2021 Pledge

This is a UK pledge

This commitment will be implemented
by 2023

2

Government, broadcasters, businesses, charities and celebrities commit to help transform the image of veg including with financial and pro-bono support to the Veg Power fund.

This aligns with point 7 on the Commitments Framework

Commitment Details

With the objective of inspiring incremental Veg consumption, we will launch inspiring innovation. This will increase the number of occasions in which Veg is consumed, and specifically appeal to small house holds (pre & post family) or the adults in the family.

Leveraging our partnership with WWF, we will create multiple touch points to deliver excitement in store in order to drive fixture footfall - and prompt Veg purchase.

Monitoring

We will launch 2-4 new SKUs in 2022 under a sub brand - Stirfresh. The ambition of this sub brand is to encourage Veg consumption by making eating interesting, inspiring world cuisine dishes easy and convenient. Support will include an in-store element, to drive awareness and encourage incremental Veg consumption.

WWF activity spanning multiple touch points will be achieved across accounts..

Birds Eye 2021 Pledge



This is a UK pledge

This commitment will be implemented
by 2023

3

Retailers commit to increase sales of veg by adopting new measures which drive increased consumption while maintaining their existing commitments to reduce waste (22 actions to help drive up sales can be found in our retailer toolkit)

This aligns with point 2 on the Commitments Framework

Commitment Details

Frozen Veg retains more vitamins than Chilled.

We commit to communicating the benefits of Frozen Veg, including those of taste and quality, to Consumer through multiple channels.

This commitment forms part of our internal Behavioural Change initiative.

Monitoring

The delivery of an on-pack claim on our Nat Veg Sweetcorn SKU, to supercharge freshness claims. This claim may take the form of "Freshness Locked In" (wording of claim not yet confirmed).