

Nestle UK

2021 Pledge



This is a UK wide pledge

This commitment will be implemented by 2023

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Catering colleges, chefs, wholesalers, and manufacturers of ingredients commit to support the creation of dishes which are dominated by veg, and to make veg delicious and normal.

This aligns with point 8 on the Commitments Framework

Commitment Details

We pledge to include two portions of vegetables in all our existing and future meal recipe recommendations to our customers for Garden Gourmet products sold in foodservice (excluding takeaway and grab and go), and to promote the recommendations where possible. We commit to do this by September 2023.

Monitoring

We will report progress against baseline of number of existing Garden Gourmet recipe recommendations with 2 portions of vegetables in scope in 2021. Baseline for 2021 is 21 out of 29 recipes.

We will also report examples of how we have promoted the recipe recommendations to customers during this time.

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Commitment Details

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) and stock cube recipe recommendations suggest at least two portions of vegetables per serving.

Maggi also commits to increasing visibility, awareness and education of vegetable consumption via social media by including 2/5 day content weekly on Facebook and Instagram. We also will drive awareness by displaying educational content on the Maggi.co.uk website.

Monitoring

We will report on the number of Maggi dry recipe mix meal recommendations suggesting two portions of vegetables per serving, as well as provide examples of the regular communication about vegetables on our Maggi social media channels and the maggi.co.uk website.