

Our Products

Commitment	KPI Measure	Comments	Baseline (2022/23 unless otherwise stated)	2024/25	2025/26
Make great tasting, healthier and more nutritious food³					
More than double sales of products that meet high nutrition standards	Total branded sales, in £m, of foods scoring less than 4 and drinks scoring less than 1 on the UK Department of Health's current Nutrient Profiling Model	https://www.premierfoods.co.uk/sustainability/our-progress/Premier-Foods-reporting-criteria-for-specified-ESG-performance-metrics-2025-26.pdf This KPI excludes products classed as ingredients.	350	464	539 ^(A)
	Sales weighted average score using the UK Department of Health's current Nutrient Profiling Model (based on tonnage) ⁴		7.26	6.98	6.78
	Percentage of total food and drink sales from foods scoring less than 4 and drinks scoring less than 1 on the UK Department of Health's current Nutrient Profiling Model (based on tonnage) ⁴		53%	56%	60%
	Sales weighted average kcal / 100g ⁴		178	185	186
More than 50% of our products will provide additional health or nutrition benefits	Proportion of products which meet the requirements for a regulated health or nutrition claim	Defined as products scoring less than 4 and drinks scoring less than 1 on the UK Department of Health's Nutrient Profiling Model that also qualify for a regulated health or nutritional claim. Calculated at a Stock Keeping Unit ('SKU') level. https://www.gov.uk/government/publications/great-britain-nutrition-and-health-claims-nhc-register	42%	45%	50%
Support the nation's shift to plant based diets³					
Grow sales of plant-based products to £250m p.a.	Value of sales of plant based products	Total company branded sales. Plant based products are products made to a vegan recipe. They do not, by design, contain meat, dairy, eggs and other animal products, and all principal ingredients are plant based.	215	289	305
	Total fruit and vegetables weight (tonnes) ⁵		25,025	25,747	24,220
	Total plant-based proteins weight (tonnes) ⁵		901	1,390	1,528
	Total fibre weight (tonnes) ⁵		1,747	2,040	2,137
	Percentage of protein (by weight) from plant-based sources ⁵				4%
Each core category has plant based offering	Number of core categories with a plant based/meat or dairy free offering	Core categories are those strategic growth categories where our product ranges constitute at least 10% of the revenue of total category.	80% (12/15)	87% (13/15)	80% (12/15)

³ All KPIs in this sub-section are based on total branded sales including mixed display pallets and products distributed under licence from Nissin but excluding products classed as ingredients.

⁴ These measures are added in line with the proposals of the UK Food Data Transparency Partnership.

⁵ These measures are added in line with the recommendations from several food and public health NGOs.