

## FACTSHEET No. 15

### LABELLING OF BREAD

#### *General Labelling*

The labelling of wrapped bread is governed by European rules that operate in the UK, mainly through the Food Information to Consumers Regulation and the UK voluntary Government front of pack national scheme.

By law bread labels must be clearly labelled in English with:

- The name of the bread, for example white, brown or wholemeal plus information about extra ingredients, such as malted grains or oats, which allows the consumer to distinguish the product from others available. When the product is sliced, the thickness of each slice variant such as 'thick', 'medium' or 'thin' can be included in the name.
- Its ingredients, listed in descending order by weight. In certain circumstances, key ingredients may need to be accompanied by a percentage in the loaf, for example if an ingredient's presence is emphasised on a label.
- Allergens (including cereals containing gluten) must be highlighted in the ingredient list every time they appear.
- A nutrition declaration.
- A "best before" date until when the bread will stay fresh, if stored as indicated.
- The weight of the loaf, minus the wrapper, in grams.
- The name and address of the baker or if it is a supermarket's own brand, the retailer.

#### *Nutrition Labelling*

The order of the nutrients on the back of pack has changed in line with the Food Information to Consumers Regulation.

Energy	kJ and kcal
Fat	g
of which:	
Saturates	g
Carbohydrate	g
of which:	
Sugars	g
Fibre (optional)	g
Protein	g
Salt	g

## Reference Intakes

The term Guideline Daily Amounts (GDAs) has been replaced with Reference Intakes (RIs). These are set out in European law for all of the mandatory nutrients i.e. energy, fat, saturates, carbohydrate, sugars, protein and salt.

NB There is no RI set for fibre, but nutritionists still recommend that you aim for 24g a day.

## Front of Pack Labelling

The Food Information to Consumers Regulation allows front of pack nutrition information to be declared on a voluntary basis.

Guideline Daily Amounts are replaced by Reference Intakes. Where these are given, they provide the approximate amount of particular nutrients and energy required for a healthy diet. They are not intended as targets but give a useful indication of how a particular nutrient or amount of energy fits into your daily diet.

Energy information must now be given in the form of kilojoules (kJ) as well as kilocalories (kcal)

Information on the amount of energy (kJ and kcals) in 100g of food must be given as well as the amount in a defined portion of the food.

**Each slice of bread contains:**

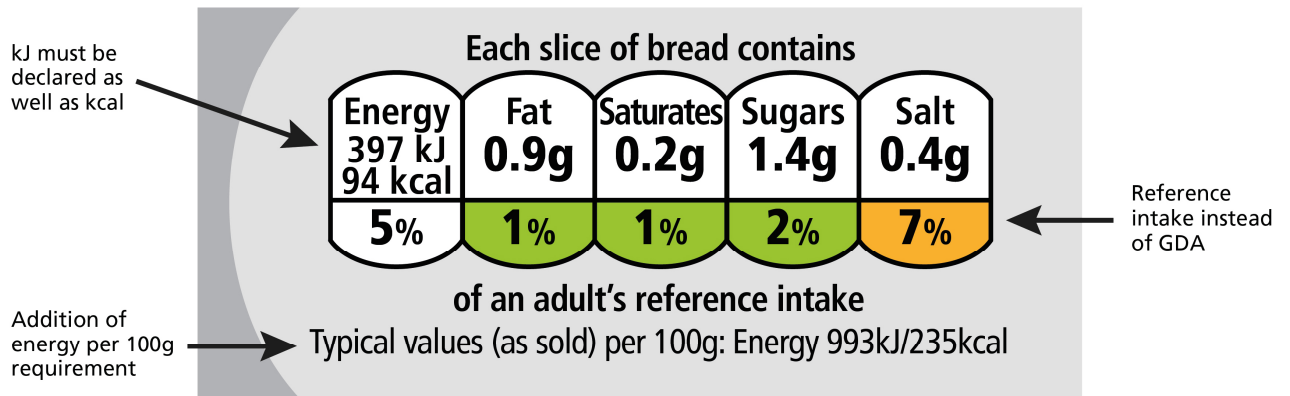
Energy 397kJ 94 kcal	Fat 0.9g	Saturates 0.2g	Sugars 1.4g	Salt 0.4g
5%	1%	1%	2%	7%

of an adult's Reference Intake.  
Typical values (as sold) per 100g: Energy 993kJ/235kcal

Federation of Bakers' members are committed to continuing to provide front of pack nutrition labelling on their bread and bakery products and have long recognised the importance of providing consumers with clear on-pack nutrition information as a powerful tool for helping them make better-informed choices and improving their understanding of the nutritional value of the food they eat.

## UK Front of Pack Labelling Scheme

In June 2013 the UK government launched its voluntary Front of Pack labelling scheme. This scheme combines the use of red, amber and green colour coding along with the percentage reference intakes, and the amounts of energy, fat, saturated fat (saturates), sugars and salt in a defined portion of food to enable consumers to see key nutritional information at a glance.



### ***Vitamins and Minerals in Wheat Flour***

Since 1953, all wheat flour in the UK (except wholemeal) has had to have specified levels of two B vitamins (niacin and thiamin), along with calcium and iron added back to the flour to restore nutrients lost in milling and to provide a source of calcium in the diet.

The Food Information to Consumers Regulation has introduced a requirement that these nutrients be declared on pack. As a result you will now see the following wording (or similar) on packs:

**“Wheat** flour (with calcium, iron, niacin and thiamin)”

This is only a labelling change.

### ***Unwrapped Bread***

Unwrapped bread is exempt from most labelling requirements, but sellers must give the following details:

- The product name
- Any allergens present
- Any genetically modified ingredients
- Advise if product or ingredients have been irradiated.