

FACTSHEET No. 5

BETTER SLICED AND WRAPPED!

A baker's dozen reasons for choosing sliced and wrapped bread:

- It's good for you. All bread is an excellent source of carbohydrate as well as vitamins (especially B vitamins), calcium, iron and protein.
- It is the main source of fibre in the British diet and nutrition experts say we should increase our fibre intake by 50%.
- Foods, like bread, rich in carbohydrates help increase stamina and boost performance.
- Carbohydrate rich foods are mood enhancers – so go on have toast for breakfast, it'll make you happy!
- It's great value - wrapped and sliced bread provides more nutrients per penny than any other food.
- It's convenient and can be used right to the last slice. So there's no waste!
- It's ideal for making sandwiches - a quick and easy lunch or snack for children and adults alike. Just make sure you get a balanced diet by using a good variety of sandwich fillings.
- It's time saving – in an increasingly hectic world it's tempting to skip meals. Bread is the perfect basis for a quick meal or snack, providing the energy and nutrition that busy people need.
- Making bread the basis of a tasty, nutritious snack means you won't be tempted by high calorie, fatty snacks during the day – so bread can help you stay slim and healthy as part of a balanced diet!
- Wrapped bread stays fresh for three or four days at room temperature - unwrapped bread has a shelf life of only one day.
- It can be frozen and slices used as you need them - frozen slices can be toasted straight from the freezer!
- It's hygienic - the wrapper protects bread from contamination, damage or tampering.
- The wrapper provides all the information the consumer needs - ingredients, nutritional and other essential information.

BREAD, THE ORIGINAL FAST FOOD AND STILL THE BEST!