



**Label better
less waste**

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Bread and bakery goods guidance

Helping to reduce consumer
food waste, through changes
to products, packs, labels and
the retail environment

Produce of



wrap

 **Food
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Agency**
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Introduction

The purpose of this guidance is to ensure that bread and bakery goods are properly labelled and stored and used correctly in the home. Adopting simple practices can reduce the risk of food ending up as waste, contributing to the 7.1 million tonnes of food waste arising from UK homes every year.

This visual guide illustrates how the pack design, label layout and content recommendations in this guidance might look. It shows the most effective features that help consumers to reduce bakery waste. Adapt these to suit your organisation's brand and style and account for other factors such as pack size and costs.

The labelling recommendations here are consistent with those contained in the [main labelling guidance document](#).

Front of pack



- ✓ Best before date applied
- ✓ Day and month clearly shown
- ✓ Smaller pack, attractively priced enables people to buy the right amount fresh each time
- ✓ Where possible, a prominent icon front of pack is a useful prompt that makes it easier for consumers to locate important storage information at a glance.
- ✓ Norming: Show that freezing bread is both a normal option and a desired behaviour.
- ✓ Affect: Use affective (influencing feelings or emotions) visual cues, such as texture, to demonstrate freshness.

Back of pack



1 Storage

For Best Before, see tag.
To keep fresher for longer, store in a cool, dry place – a bread bin or cupboard is ideal.
Do not store in the fridge – except in extremely hot weather, bread will go stale quicker in the fridge.
Once opened, seal the bag with a clip or twist the end of the pack – to keep your loaf fresh and soft for longer.

- ✓ Wording re-iterates where and how best to store the product, emphasising the benefit of correct storage to the consumer: it keeps their bread fresher for longer.
- ✓ No 'open life' used.

2 Freezing

Suitable for home freezing
To freeze in the freshness, freeze as soon as possible.
If freezing a whole loaf, tap it gently on a flat surface before freezing. This helps to separate the slices, making it easier to use straight from the freezer.
Delicious from frozen
Frozen bread can be used for toast straight from the freezer.
Best within three months of freezing.

- ✓ Snowflake is reassuring and makes freezing information easy to find.
- ✓ Guidance makes use after freezing easy and emphasises benefits to the consumer.

3 Consumer advice

Never bin a slice again!
Make sandwiches using frozen bread. They will defrost by lunchtime, keeping the filling nice and cool.

- ✓ Include consumer messaging, such as those around the journey of food, or tips to help people to use up all of their loaf.

Top actions for consumer waste prevention

At a glance

- ✓ Make consumer waste prevention the focus of product, pack and process innovation.
- ✓ Include Love Food Hate Waste (LFHW) tips on-pack and/or in other customer communications <https://lovefoodhatewaste.com/toast>
- ✓ Review products (including review of in-store bakery) to ensure the correct date label, open life, freezing advice, and storage advice is displayed.

Product and packaging design

- Introduce products - especially smaller loaves of sliced bread - that can be reasonably consumed by one person and make available across all store formats. Price these packs attractively in comparison with other products in the same range e.g. a 400g loaf of sliced bread, with regular-sized slices.
- Extend the use of re-closable/ re-sealable on pack formats and add corresponding advice on pack. *Once opened, fasten the bag with the Best Before tie or a clip.*

Motivational messaging and other communications

- Use the Love Food Hate Waste logo and tips on pack.
- Make the snowflake icon as bold and prominent as possible.

- Keep the message broad – ‘to freeze and use’ – to allow maximum flexibility for how consumers want to freeze and subsequently use their bread. E.g.
 - there’s no need to specify which bit of the bread to freeze
 - frozen bread can be used for toast straight from the freezer
 - it’s also just as good used as fresh e.g. for sandwiches and snacks and bread & butter.
- Make ‘freezing in freshness’ a prominent feature of how bread can be used.
- Give practical [tips](#) to help people freeze and toast/defrost to use
- Allow people to infer their own benefit or motivation from saving bread. The phrase ‘*never bin a slice again*’ was found to resonate with consumers.

- Link to recipes for using up bread on social and digital channels and in other customer-facing communications.

In WRAP’s experience, consumers can be motivated by messages relating to saving/losing money e.g. the average UK household throws £540 worth of food in the bin each year, the quantity of food wasted and the effort/ resources required to produce our food. See the Lidl example (pictured) which uses a ‘journey of food’ message on-pack to bring the latter point to life.



Top actions for consumer waste prevention

Tips

- Frozen sandwiches – make sandwiches using frozen bread. They will defrost by lunchtime, keeping the filling nice and cool.
- If freezing a whole loaf, tap it gently on a flat surface before freezing. This helps to separate the slices, making it easier to use straight from the freezer.
- Revive stale bread by sprinkling it with a little cold water and popping it into a hot oven for a few minutes to freshen up.

Date labelling, storage and freezing advice

1. 'Best Before' should be used as the date mark for all ambient bakery products. 'Use By' should not be used unless there is a specific food safety requirement to do so, such as the use of chilled toppings.

2. Only apply 'use within' Open Life for food safety reasons.
3. Where 'Open Life' is important for quality reasons, extend the duration as far as possible and use only the correct corresponding wording for Open Life guidance:
 - 'Once opened, best within X days' (where important for food quality – e.g. for a MAP pack of pitta bread).

- 'Once opened, use within X days' (only when required for food safety).

Where 'Open Life' is used, ensure it is extended to the maximum possible duration for the quality or safety limitation

4. Provide clear storage advice to help consumers to enjoy bread and bakery products when they are at their best, such as:

- To keep fresher for longer, store in a cool, dry place - a bread bin or cupboard is ideal. Do not store in the fridge - except in extremely hot weather, bread will go stale quicker in the fridge. Once opened, seal the bag with a clip or twist the end of the pack – to keep your loaf fresh and soft for longer.

If space is a limitation on pack then use the abridged version:

- To keep fresher for longer, store in a cool, dry place.
- Do not store in the fridge.
- Once opened, seal the bag with a clip or twist the end of the pack – to keep your loaf fresh and soft for longer; or
- For maximum freshness, re-seal pack after use.

5. Use the Snowflake prominently front and back of pack, and provide freezing and defrosting instructions as well as use from frozen instructions (e.g. toast).

- Suitable for freezing. To freeze in the freshness, freeze as soon as possible.



- Once frozen, best consumed within X months (3 months for plastic wrapped product, 1 month for flow wrap/permeable materials).
6. Use the Love Food Hate Waste logo and tips on pack.



Latest insights

Sometimes the guidance on freezing and defrosting can feel like 'the small print'. Consider making freezing and defrosting instructions more salient.

Feedback from a recent packaging design trial suggests that consumers need assurance about freezing bread and reassurance that if defrosted, it will still be suitable for their needs (and taste good).

Consumer insights and evidence

Evidence on consumer waste at home¹

20m slices of bread

(equivalent to 1,000,000 loaves at 20 slices per loaf) were thrown away (untouched) in UK homes per day in 2012.

The greenhouse gas emissions associated with the

410,000 tonnes

of bread that could have been eaten, but was thrown away in UK homes in 2012 are estimated at

862,000 tonnes CO₂ eq.

¹ Household Food & Drink Waste – A Product Focus, WRAP 2014

² <http://www.wrap.org.uk/content/helping-consumers-reduce-food-waste-retail-survey-2015>

Other insights

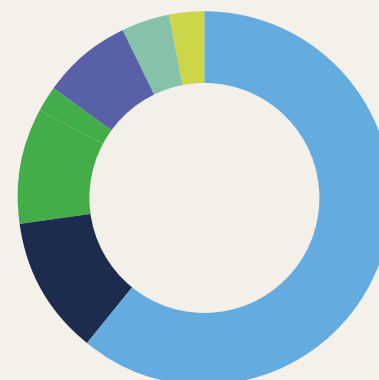
WRAP's consumer research has found that

- Single person householders waste 40% more than others and often report that they are unable to buy packs small enough for their needs.
- Consumers value re-sealable packaging and innovations that make products last longer.
- WRAP research (Reducing household bakery waste – WRAP 2011) shows that freezing bread, which can help to reduce food waste, is perceived as inconvenient and takes away some of the pleasure of fresh bread.

18–34 year olds²

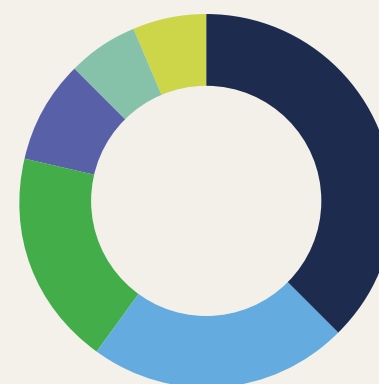
are 52% less likely to freeze bread compared to some other groups.

Avoidable standard bread waste



Not used in time (date code)	12%
Not used in time (not date code)	61%
Cooked/served too much	12%
Fussy eating	8%
Accidents	4%
Other	3%

Consumer triggers for food waste



Stale/dry	30%
Mouldy	18%
No longer feels soft	15%
No longer tastes nice	7%
Only ends are left	5%
Fresh bread has arrived at home	5%



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