

## **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 an important source of fibre in the British diet and nutrition experts say we should increase our fibre intake by 50%.<sup>i</sup>
- 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 less 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 healthy 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!**

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<sup>i</sup> [Scientific Advisory Committee on Nutrition \(SACN\) Carbohydrates and Health Report \(2015\)](#)