

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

Reference Intakes (RIs) are set out in European law for all of the mandatory nutrients i.e. energy, fat, saturates, carbohydrate, sugars, protein and salt.

There is no RI set for fibre, but UK Government recommends that you aim for 30g a day.

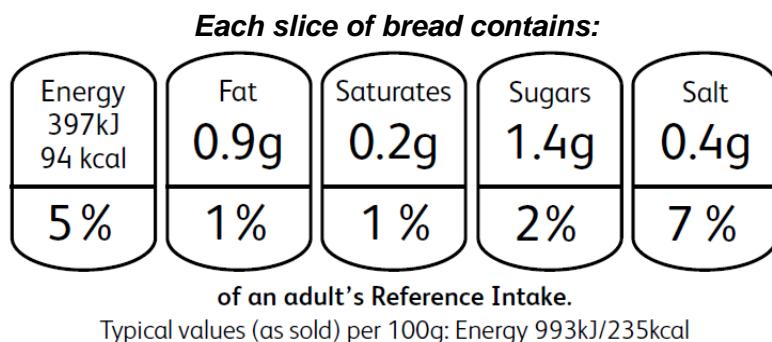
Front of Pack Labelling

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

The RIs 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 be given in the form of kilojoules (kJ) as well as kilocalories (kcal).

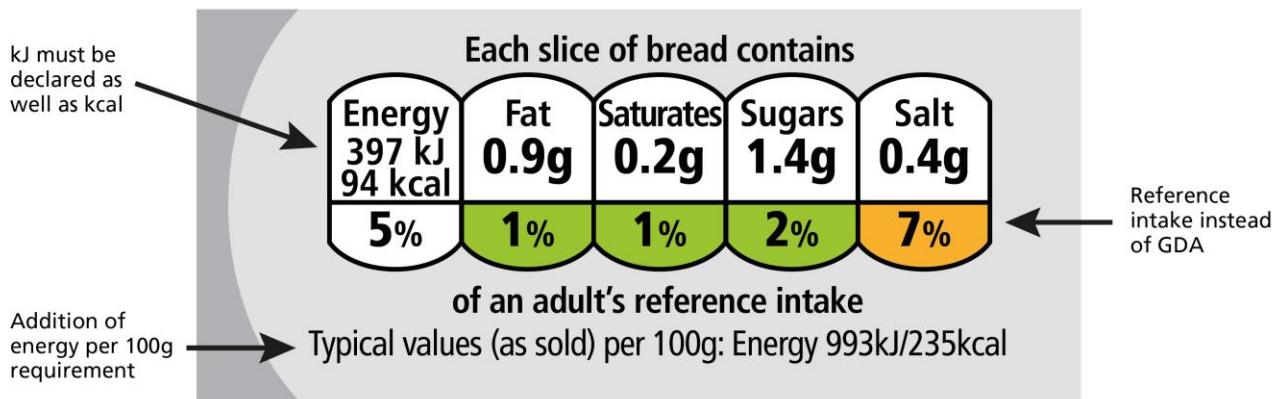
Information on the amount of energy (kJ and kcals) in 100g of food must also be given.



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.

Since December 2024, the Bread and Flour (Amendment) (England) 2024 (S.I. 2024 No. 1162) requires UK millers and flour producers to now fortify non-wholemeal wheat flour with folic acid by 13 December 2026.

As a result, you will now see the following wording (or similar) on packs. The fortificants could be listed alphabetically or in descending order of weight however FoB members agreed to list weight descending order for consistency.

Wheat Flour [**Wheat** Flour, Calcium, Niacin, Iron, Folic Acid, Thiamin].

Unwrapped Bread

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

- The product name
- Ingredients list
- Any allergens present