

FACTSHEET No. 15

LABELLING

The labelling of wrapped bread is governed by the Food Labelling Regulations.

By law the information on bread wrappers must include:

- A description of the type of bread, eg: white brown or wholemeal
- A list of ingredients
- An indication of how long the bread will stay fresh and conditions of storage
- The weight of the loaf
- The name and address of the producer or, in the case of 'own label' bread, the retailer.

Weights and Measures legislation requires that loaves of bread are either 400g, 800g or a multiple of 400g. The weight of a pre-packed loaf must be labelled in characters of at least 4mm in height.

Nutrition

Nutrition labelling is voluntary. However if a claim is made the format and content are compulsory. Since bread is such a nutritious food, wrappers will invariably include the following:

- Energy
- Protein
- Carbohydrate
- (of which sugars)
- Fat
- (of which saturates)
- Sodium
- Dietary fibre.

Other information

The wrapper may include information on the proportion of Recommended Daily Allowance (RDA) of minerals or vitamins. RDAs are laid down in the Food Labelling Regulations. The use of claims of any description are very strictly governed by law.

There will usually be a further description of the bread, particularly if it contains malted grains or other added ingredients. Almost all wrapped bread is sliced and the different thickness of slice is usually accompanied by a change in the colour of the label as well as a description 'thick', 'medium' or 'thin sliced'. A bar code, for use at the checkout, will often be included on the wrapper.