PRESS OFFICE

If you have any queries or to request additional copies of any of the fact sheets then please contact the Slice Of Life press office team

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All information taken from the Federation of Bakers factsheets, which can be found on www.bakersfederation.org.uk/media-a-resources/fof-fact-sheets.html
Fibre

- Average intake of dietary fibre in the UK is 15g per day for men and 13g per day for women, which is below the recommended 18g per day – so it seems as though most of us could do with some extra fibre.

- Bread provides 20% of total dietary fibre intake for adults in the UK.

Calcium

- White sliced bread is a good source of non-dairy calcium as white flour is fortified with calcium.

- Research has shown that bread provides more than 10% of the average adult’s intake of calcium.

Folic Acid

- Folic acid is a type of B vitamin – our bodies need it to make new cells and support our immune systems. Folic acid is especially important during the first 12 weeks of pregnancy.

- There are 40 micrograms of folic acid in three slices of wholemeal bread and 25 micrograms in three slices of white bread; this contributes to your RDA of 200mg of folic acid.

- Other foods which contain folic acid include liver, green leafy vegetables, brown rice, potatoes and fruit.

Sliced bread is not just delicious and convenient; it’s full of nutrients, minerals and fibre that are good for you.

So whether you’re tucking into your morning slice of toast or enjoying a sandwich at lunch time, you can be sure of the high nutritional values of bread.
Some independent small-scale producers use stone milling to grind their flour, while most sliced bread is produced using a machine roller to mill the flour. Tests have found no difference in the nutritional values of bread, regardless of the way in which the flour is milled.

How is sliced bread made?

- Most sliced bread is produced using a modern commercial process which means a loaf of bread can go from flour to sliced and packaged form in about 4 hours.
- This allows for 9 million loaves a day to be produced at an affordable price for UK consumers.
- When it comes to the nutritional value of sliced bread there is no evidence to suggest that there is a difference between sliced bread and bread made using traditional methods – this is true for white and wholemeal bread.

Did you know?

- Both brown and white flours contain the same amounts of vitamin B1 and iron that are found naturally in wholemeal flour.
- Research has shown that bread provides more than 10% of the average adult’s intake of iron, zinc, magnesium, protein and B vitamins – it also provides a small amount of potassium.

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Other nutrients

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Bread. An everyday thing.

1 > British Nutrition Foundation Report – Does bread cause bloating?, E. Weichselbaum, 2012, p.31
3 > http://www.weightlossresources.co.uk/diet/healthy_eating/calcium_needs.htm
4 > Bread consumption in the British Population: analysis of the National Diet and Nutrition Surveys (Young People 4-18 Years 1997 and Adults 19-64 Years 2000-1). A summary report prepared by Steer, Than, Stephen and Jebb, MRC HNR for nutrition in June 2007
5 > Table 5 – Composition of Bread from McCance and Widdowson’s The Composition of Foods, 6th Summary Edition, Royal Society of Chemistry 2002; database maintained by the Food Standards Agency
6 > Bread consumption in the British Population: Steer et al (ibid)
8 > FOB Industry Fact Pack No. 10 – WHEAT PRODUCTION AND MILLING, p.5, please contact the press office for full information.
The basic ingredients in all bread are flour, water and yeast – it’s that simple

These ingredients are then made into bread using a four stage process:

1) The ingredients are mixed to create a dough
2) The dough is kneaded and shaped before being left to prove, which means it is left to rise
3) The risen dough is then baked
4) After it is removed from the oven the bread is left to cool before it is packaged up for sale

Worth its salt?

Salt in bread had been reduced by 40% since the mid-80s and the UK has one of the lowest levels of salt in bread in the world

The government wants to reduce the average salt consumption for adults to 6 grams a day and the Federation of Bakers are doing ongoing research to try and establish how to further reduce salt in bread
Why do we need salt in bread at all?

★ Salt plays a major role in dough formation, fermentation rate and the flavour of your bread

★ Without salt, bread rises faster and air pockets enlarge allowing holes to form

★ Bread made without salt also tastes bland and has a less appealing texture

★ The level of salt in sliced bread is clearly labelled, however, artisan bread is not subject to the same restrictions so it can be more difficult for consumers to know how much salt they are consuming

★ A lot has been reported in recent years about what goes into your loaf of delicious bread. We want to let you know exactly what we make your bread from so that you can enjoy it guilt-free

“What many people may not realise is that salt is an integral part of making bread, helping the bread to rise. Of course, it’s important to monitor our salt intake and ensure we don’t consume more than the government’s recommended 6 grams per day. It is good to know then that the slice of bread you might have for your breakfast will only contain around 0.35 grams, which is less than other popular options like many cereals and coffee shop muffins and croissants.”

Amanda Ursell, Nutritionist with a diploma in Dietetics
Labelling and the law...

★ All pre-packaged foods are legally required to show their ingredients on pack, so there are ingredients and nutrition declarations on every loaf.

★ Fresh bakery bread generally does not need to display this information which can make it harder for consumers to know exactly what they are eating.

★ If your sliced bread calls itself ‘organic’, ‘natural’, ‘traditional’, or ‘pure’, or if it claims it is ‘low salt, high fibre’, then the producers must be able to substantiate the claim.

★ Enzymes are proteins that are produced by all living organisms. Bread rises as a result of the naturally occurring enzymes that are present in yeast and flour, but the levels of these naturally occurring enzymes vary. Purified enzymes are often added to the bread dough to help produce well risen, soft loaves that remain in peak condition for longer.

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1. FOB Industry Fact Pack No 8 – ENZYMES, p 1-2, please contact the press office for full information.
Vegetable fat or emulsifiers
A small amount of either may be added to your bread – this helps to give bread its yummy soft texture.

Preservatives
Vinegar and naturally fermented wheat flour can both be used as natural preservatives, as well as some commonly used artificial preservatives including Calcium Propionate (E282) and Potassium Sorbate (E202). All these work by making the bread more acidic to stop mould growing.

YEASTS
Break down the starch in flour into sugars, causing it to ferment, which creates carbon dioxide gas that makes the bread rise – this is how we get the light airy structure that makes bread so delicious!

ASCORBIC ACID
Also known as Vitamin C or E300, is sometimes added to help ensure good loaf volume and improve crumb structure.

CITRIC ACID
Like many other ingredients used in bread, citric acid is found naturally in foods such as fruits.

SOYA FLOUR
A small amount of soya flour is sometimes added to sliced bread as it helps to produce high quality loaves with a good crumb structure. Typically this is no more than 0.5% of the ingredients used to make a loaf.

GUIDELINE DAILY AMOUNTS (GDAs)
GDAs are guidelines which show the approximate amount of calories, fat, carbohydrates, sugar, protein, fibre, and salt required for a healthy diet. Most packs show the GDAs for a healthy adult and how much a slice or item contributes to these guidelines. Information on these guidelines is referred to within the fact sheets.

NUTRITIONAL INFORMATION

Ingredients
Yeasts
Ascorbic acid
Citric acid
Vegetable fat or emulsifiers
Preservatives
Soya flour

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ALLERGY ADVICE
Any ingredients that people might be allergic to must be clearly labelled on the ingredients list – the list will often say which type of cereal (wheat, rye, barley or oats) the bread has been made from and other allergens such as whey powder are also listed.

BREAD FOR VEGGIES
If your bread says that it is ‘suitable for vegetarians’ then it has not been made from or with the aid of any products derived from animals or fish.

WHAT DOES ‘BEST BEFORE’ REALLY MEAN?
The idea is that a ‘best before’ date shows when the bread will stay fresh until, if stored following the advice on the label.

Each slice contains:

<table>
<thead>
<tr>
<th>Calories</th>
<th>Sugar</th>
<th>Fat</th>
<th>Saturates</th>
<th>Salt</th>
</tr>
</thead>
</table>

of an adult’s guideline daily amount
"The problem of people self-diagnosing food allergies and intolerances has been amplified by well-meaning advice from celebrities, 'tests' available in health food shops and self-styled 'nutrition' and 'health' gurus, who may advise people to follow bizarre diets and cut out all sorts of everyday foods for no good reason. Make sure you speak to a qualified healthcare professional before cutting anything out of your diet entirely."

Amanda Ursell, Nutritionist with a diploma in Dietetics

Here are the facts...

- Food allergies occur when the body treats a particular food as an invader and this triggers an immune response — this could be hives/rash, swelling of your lips or tongue, abdominal cramps, itchy runny eyes and nose, or in extreme cases anaphylaxis.

- The Food Standards Agency states that bread should not be excluded from diets — it is an important source of nutrients, vitamins and minerals.

20–30% of people think they have a food allergy¹, when in fact only 1% of the adult population suffer from a food allergy²

In reality, instances of true wheat allergy or coeliac disease are rare and it’s estimated only 0.8–1.9% of the UK population suffer from the condition³
Food intolerance does not involve the immune system. The symptoms tend to occur after a longer period of time and are usually less severe – they could be headaches, lethargy and muscle pain.

A 2005 study by the Grain Information Service showed that bloating is often associated with lifestyle factors such as poor diet, irregular eating, eating too quickly, hormonal fluctuations, a sudden increase in fibre consumption, stress, eating spicy foods, drinking fizzy drinks and recent weight gain.

If you are concerned about bloating it is best to consult your GP or a registered dietician to rule out any issues around food intolerance or allergy.

IBS – WHAT IS IT?

Around a third of people in the UK suffer some of the symptoms associated with IBS, or Irritable Bowel Syndrome. Symptoms can be frequent bloating and discomfort and for 1 in 10 of these people the symptoms are so bad they go to see their GP.

There is no singular dietary cause of IBS and symptoms may be aggravated by stress, not drinking enough to keep hydrated, a low or high intake of fibre, poor diet, erratic eating habits, smoking or drinking large amounts of alcohol or coffee.
90% of GPs now think that women are putting their health at risk by eliminating foods without any medical consultation1

From Atkins to Dukan, many diets these days tell us to exclude carbohydrates such as bread in order to lose weight. It’s important to remember that ‘quick fix’ diets can put your health at risk. Carbohydrates, like those found in bread, are needed to give your body energy and keep you feeling full.

Myth busting...

- An average slice of bread (35g) contains around 80 calories2
- Sugar is not normally used as an ingredient in sliced, wrapped bread in the UK
- Most bread contains only 2-4% fat and sugars, which occur naturally and are not added artificially3
- No popular slimming clubs advocate cutting out bread altogether. Instead they usually recommend consuming healthy amounts as part of a balanced diet
- The government advises that starchy foods like bread, potatoes or pasta should make up a third of what we eat, with wholegrain varieties particularly recommended, as part of a healthy balanced diet
- Evidence from the National Diet and Nutrition Survey suggests that people who regularly eat bread are more likely to have a healthy diet overall4
- Bread contains protein and fibre, essential vitamins and minerals so it is a really good way of filling up without eating too many calories
How to shift those extra pounds...

- Being overweight is caused by an imbalance where energy intake (food eaten) exceeds energy expenditure – exercise and a healthy diet is therefore key for losing weight.

- The best advice for getting rid of extra weight (and keeping it off) is to try to change your lifestyle and increase the amount of activity you do.

- Sliced bread can help with portion control as you can tell exactly how many calories you are consuming per slice, so you can ensure you burn them off during the day.

- It is important to try and choose healthier toppings and fillings for your sandwich or toast if you are trying to lose weight.

“Remember that what you put on your toast or in your sandwich also contributes to your daily calorie intake, so it’s important to try and choose healthy toppings and fillings especially if you are trying to lose weight.

Try filling sandwiches with lean cuts of meat like chicken breast, or fish such as tuna and add salad. You could also spread avocado or a small amount of peanut butter on your toast for a nutritious breakfast.”

Amanda Ursell, Nutritionist with a diploma in Dietetics