

Labelling for Bread and Cakes

Information for Bakers and any trader selling bread or flour confectionery

This information leaflet covers the food labelling requirements for bread and cakes. It does not cover the sale of meat products, such as pies or pasties, nor does it cover sandwiches. There are separate information leaflets for these subjects. It does not cover items prepacked, other than as below, or food sold at catering premises or takeaway.

Bread

Bread which is -:

1. Displayed for sale either unwrapped or loose; or
2. Prepacked by the seller for sale from the premises where it is to be sold, premises that trade under the same name as the premises where the bread is prepacked, or from a vehicle, stall or market;

Should be labelled as follows:

Bread, other than white bread, must have a notice on it which clearly and conspicuously tells customers which type of bread it is, such as: -

- Brown Bread
- Wheat Germ Bread
- Wholemeal Bread
- Soda Bread

The term 'wheatmeal bread' is not permitted. Brand names such as 'Hovis' are not permitted on their own without a full description such as those above. Other types of bread where the flour is not wholly wheat flour must be appropriately described e.g. rye bread.

The name of the bread should be in immediate proximity to it.

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The Government Standard

Any bread, including white bread, that contains any of the following type of additive must have a notice attached to the bread or displayed in immediate proximity to the bread telling customers clearly and conspicuously of those types of additive: -

- Antioxidants
- Artificial Sweeteners
- Colours
- Flavour Enhancers
- Flavourings
- Preservatives
- Flour Treatment Agents.

For this purpose it is sufficient to state the category of additive without specifying its full name or 'E' number (for example 'contains colour and flavouring') except if any of these colours are used:

- Sunset yellow (E 110)
- Quinoline yellow (E104)
- Carmoisine (E122)
- Allura red (E129)
- Tartrazine (E102)
- Ponceau 4R (E124)

In which case the food must be labelled with the following *warning*:

'Name or E number of the colour(s)': may have an adverse effect on activity and attention in children.

Sellers of unwrapped bread must:

Indicate the weight of bread on a ticket next to the loaf or by a display which lists the forms in which unwrapped bread is for sale and indicates the quantity or quantities in which each type of loaf is for sale.

Certain loaves are exempt from this requirement:

- any unwrapped loaf in a quantity of 400g or a multiple of 400g
- any unwrapped loaf weighing 300g or less

There is also an exemption where there is a supply of bread under contract to a premises where the bread will be eaten on those premises, where each delivery of bread in aggregate is not less than 25kg in total and where the bread is weighed upon delivery.

Please contact us for further information.

The Weight of Loaves

The *Weights and Measures (Packaged Goods) Regulations 2006* prescribe loaf weights. There are various requirements and steps a baker must take to ensure the production of loaves complies with weights and measures law. These only apply to those who bake and not to businesses who buy loaves from a bakery to re-sell.

Further information can be obtained from the National Association of Master Bakers, Confectioners and Caterers who produce a Code of Practical Guidance or from Derbyshire Trading Standards.

Cakes and Flour Confectionery

Cakes and Flour Confectionery which are-:

1. Displayed for sale either unwrapped or loose; or
2. Prepacked by the seller for sale from the premises where it is to be sold, premises which trade under the same name as the premises where the cakes are prepacked, or from vehicle, stall or market; or
3. Prepacked in transparent packaging marked only with a price and lot mark, or an indication of minimum durability (e.g. best before or use by).

Cakes containing any of the above additives must have a notice attached to them or displayed in immediate proximity to them telling customers clearly and conspicuously of those types of additive.

For cakes, a general notice in a prominent position near the cakes telling customers that they may contain additives can be used instead of labelling each product.

Below is an example of the general notice. This notice is not suitable for other food. It is only applicable to cakes and general flour confectionery.

To comply with the *Food Labelling Regulations 1996*, customers should note that cakes and flour confectionery sold on these premises may contain one, or more, of the following additives: -

Antioxidants
Artificial Sweeteners
Colours
Flavour Enhancers
Flavourings
Preservatives

Information regarding additives should be available on the packaging of the ingredients used in the bakery or from trade suppliers. It is the responsibility of the business to ensure that any such information is obtained and that this information is drawn to customer's attention either using a general notice or specific notice on, or in close proximity to, each item.

Irradiated and Genetically Modified Ingredients

If bread and flour confectionery is made using either irradiated or genetically modified ingredients, then there are special rules regarding labelling. If you use ingredients that have been either irradiated or are genetically modified, please contact the Trading Standards Service for further advice.

Prices

The price of items must be indicated to customers. The price must be displayed close to the product it relates to and be unambiguous, clearly legible and identifiable to the product in question.

If you require further information about food labelling or regarding what the law has to say regarding loaf weights, please contact Derbyshire Trading Standards.

Where can I get further help?

This leaflet is not an authoritative document on the law and is only intended for guidance. For further details or clarification contact Derbyshire Trading Standards at:

Chatsworth Hall
Chesterfield Road
Matlock
Derbyshire
DE4 3FW

Telephone:

Businesses:	Call Derbyshire	08 456 058 058
Consumers:	Citizens Advice consumer helpline	08454 040506

Fax: 01629 536197

Website: www.derbyshire.gov.uk/tradingstandards

We want everyone to be able to understand us. On request, we will arrange:

- Language interpreters, including for sign language
- Translation of written materials into other languages
- Materials in large print, on tape or in Braille.

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To ensure that you are looking at the most up-to-date version of this leaflet, please visit our website at

http://www.derbyshire.gov.uk/images/std21_tcm9-90303.pdf

or telephone us on 01629 536166.

