

Food Labelling for Bakers

This leaflet covers the labelling of bread, cakes and savoury products, meat pies and sausage rolls which are:

- displayed for sale in a loose or unwrapped state
- pre-packed for sale on those same premises
- pre-packed for sale, by the packer, from his market stalls or mobile vehicles (and in the case of bread, cakes and flour confectionery, any other premises of his trading under the same name)

This leaflet does not cover:

- items pre-packed for the sale from premises other than those mentioned above
- catering and take-away food

General labelling requirements:

Irradiation - Food or ingredients that have been irradiated must be declared and labelled 'irradiated' or 'treated with ionising radiation'.

Genetic modification - If any of the food contains genetically modified ingredients, it must either be labelled 'produced from genetically modified ingredients', or this statement must appear on a notice, label, or ticket near the food.

Bread Labelling:

Name of bread:

Bread, made from wheat flour and other than white bread, must have a notice on it that clearly and conspicuously tells customers which type it is, for example:

- brown bread
- wheatgerm bread (must contain 10% added wheatgerm)
- wholemeal bread (all the flour used must be wholemeal)
- soda bread, etc.

It is now illegal to use the name 'wheatmeal bread'.

Brand names such as 'Hovis' and 'Granary' are insufficient on their own.

Other types of bread where the flour is not wholly wheat flour must be appropriately described, e.g. rye bread.

Additives in bread:

Bread, including white bread, which contains any of the following types of additive:

- antioxidants
- sweeteners
- colours
- flavour enhancers
- flavourings
- preservatives
- flour treatment agents

These must have a notice that clearly and conspicuously tells customers which of those types of additives are present in that bread. It is sufficient to state the type of additive - you need not specify its full name or 'E' number, except in the case of specific 'E' numbers listed below in this leaflet.

The responsibility for additive labelling rests with the retailer, who must get this information from the supplier. It is no excuse to say 'I didn't know'. Most kinds of bread will contain some of these types of additives.

Cake and confectionery labelling:

Names of cakes:

Generally, cakes are not required to be labelled with their name. However, if you choose to do so you must ensure that the description is true and accurate. For example:

- it is important to realise that the words 'flavoured' and 'flavour' have very different meanings - for example vanilla flavoured icing derives its flavour only from real vanilla, but vanilla flavour icing is synthetically flavoured - if neither word is used (vanilla slice for example) the flavour must be only from natural vanilla
- the cream in cream cakes must be wholly dairy cream - if any artificial or imitation cream is used, the name of the cake must be qualified accordingly
- imitation cream and imitation chocolate must not be described as cream or creme, chocolate or choc

Additives in cakes:

If cakes contain any additive of the types listed above for bread:

- there must be a specific notice on them clearly and conspicuously telling the customers which of those types of additives are present in those particular cakes or
- the shop must display a general notice (see example below) in a prominent position near the food, telling customers that cakes sold there may contain such additives

Food Labelling Regulations 1996	
Customers are advised that some of the cakes and flour confectionery sold on these premises may contain one, or more, of the following types of additives:	
Antioxidants	Colours
Flavour Enhancers	Flavourings
Sweeteners	Preservatives

Labelling of savoury products, meat pies and sausage rolls

If you sell savoury products, meat pies and/or sausage rolls, they must be labelled with the name of the food and a declaration of the categories of any additives that they contain. Meat products require a declaration of the percentage of meat that has been used as an ingredient, also known as a QUID declaration (Quantity of Ingredients Declaration). This should be declared for each type of meat, e.g. 'chicken and vegetable pie - contains 7% chicken'. Please see our leaflet on 'Information for Butchers' for more detail on this, and for a list

of products that don't require such a declaration
(http://www.derbyshire.gov.uk/Images/std01_tcm9-8363.pdf).

EU Protected Food Names:

Cornish Pasties and Traditional Cumberland Sausages have been accredited with protected status. Any products using this name must comply with the compositional and/ or origin requirements. More information is available on the Defra website
(<http://www.defra.gov.uk/food-farm/food/protected-names/>).

Labelling for all types of bakery products:

E102 Tartrazine
E104 Quinoline Yellow
E110 Sunset Yellow
E122 Carmoisine
E124 Ponceau 4R Blue
E129 Allura Red

These six colours have been subject to a request for voluntary withdrawal in the UK by the Food Standards Agency. Under EU law from 20 July 2010 products containing these colours must be labelled with the following information: '(E number/ name of colour) may have an adverse effect on activity and attention in children'.

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/std29_tcm9-90307.pdf

or telephone us on 01629 536166.

