

Hovis 'White 'n Fibre'

Complaint submitted by the Real Bread Campaign 12 May 2026 via www.hovis.co.uk/feedback-form

The Real Bread Campaign champions people increasing their fibre intake and welcome mills and bakeries helping towards this by raising the fibre levels in their products.

The Campaign also champions honest and factually accurate labelling and marketing. We are concerned that Hovis's '50% more fibre than other white bread' and '50% more fibre than other sliced white loaves on the market' claims about the brand's premium-priced 'White 'n Fibre' loaf are unsubstantiated, inaccurate and misleading. Hovis states that other white loaves 'typically contain 2.5g [fibre] per 100g' but does not make clear this only applies to some other loaves or substantiate this claim by citing evidence upon which it is based. We believe that Hovis is using these 'health halo' claims to strongly imply that the product is 50% higher in fibre (and, therefore, significantly 'better') than all - or at least most - other white loaves.

At 3.8% fibre, Hovis 'White 'n Fibre' contains more than the 3% minimum required to be marketed as a 'source of fibre'. A brief online search shows that the product is indeed 50% higher in fibre than some other white factory loaves available in the UK. That search also reveals that there are branded, and even supermarket own brand, white loaves that contain more than 2.5g fibre per 100g. As examples, 'White 'n Fibre' does not contain 50% more fibre than: ASDA 'Just Essentials' white (3.2g fibre per 100g), Morrisons white (3.2g fibre), Bertinet Bakery 'White Sourdough' (3.2g fibre), Waitrose 'Essential' white (2.9g fibre), and Sainsbury's 'Stamford Street' white (2.8g fibre).

The '50% more fibre than other white bread' claim is not even borne out by Hovis's own range. While some Hovis product are indeed low in fibre (for example, Hovis 'Soft White' and 'Farmhouse Soft White' at 2.4% fibre; and 'Nimble Danish White' at a mere 0.7% fibre), 'White 'n Fibre' does not contain 50% more fibre than the company's 'Signature' white (3.5g fibre per 100g), 'Farmhouse Batch' (2.9g fibre), or 'Mothers Pride Scottish plain' (2.6g fibre).

Please advise whether Hovis will either remove the claims, or how the company will amend them to better reflect the facts.