

Bread labelling and marketing

Questions included in M·E·L Research omnibus survey, October 2025.

The next set of questions ask about the labelling and marketing of bread and other bakery products sold by supermarkets, bakeries and other shops.

Q1. For bread and bakery products that are sold **loose / unpackaged**:

- The law requires supermarkets and shops to display a list of allergen notifications.
- The law does not require supermarkets and shops to display a full list of ingredients, including additives and processing aids.

Bread and bakery products that come **ready-packaged**, are required by law to display a list of ingredients and allergens. However, the list of ingredients does not need to include **processing aids**.

Processing aids are things like enzymes that help with the baking process. In the baking process, they usually either disappear or are removed, but can remain present in small amounts.

With this in mind, to what extent do you agree or disagree that the following **should** be listed by law?

Please select one answer per category.

- Ingredients and additives in unpackaged / loose bread
 - Processing aids in unpackaged / loose bread
 - Ingredients and additives in packaged / wrapped bread
 - Processing aids in packaged / wrapped bread
-
- Strongly agree – **should** be listed by law
 - Slightly agree
 - Neither agree nor disagree
 - Slightly disagree
 - Strongly disagree – **should not** need to be listed by law
 - Don't know

Q2. Many bread products sold by supermarket in-store bakeries are not made fresh from scratch on site. Instead, they are made elsewhere, frozen, then briefly re-baked in-store at a later date to brown and crisp the crust.

Supermarkets often use 'baked in store' or 'freshly baked' claims to advertise these.

Which of the following best describes how you feel about these claims?

- Very misleading – because the bread is not made in-store
- Somewhat misleading
- Neither misleading nor accurate
- Somewhat accurate
- Very accurate – because the bread is re-baked in-store
- Don't know

Q3. There is currently no legal definition of either wholegrain or sourdough bread, and so these words can be used to sell **any** bread or baked product.

Which of the following best describes how you feel about this?

Please select one answer for each type of bread / baked product.

- Wholegrain

- Sourdough
- Completely unacceptable
- Somewhat unacceptable
- Neither unacceptable or acceptable
- Somewhat acceptable
- Completely acceptable
- Don't know

Q4. If a legal definition of wholegrain bread was introduced, what proportion of the grain ingredients do you think should be wholemeal / unrefined?

By wholemeal / unrefined grains, we mean that after milling or minimal processing, all of the edible parts (endosperm, germ and bran) of the whole grain are still present in their original proportions.

- 100%
- At least 75%
- At least 51%
- At least 25%
- No minimum
- Don't know

Q5. Which of the following characteristics of sourdough bread are most important to you?

By sourdough bread, we mean bread made using a starter culture of flour and water, in which naturally occurring yeasts and lactic acid bacteria cause the dough to rise.

Please rank the 3 most important characteristics of sourdough bread, where 1 is the most important.

- It is made without any E numbers / additives
- It is raised only by a live sourdough starter culture, with no added yeast or other raising agents
- It is made from only flour, water and salt
- It tastes sour / tangy
- It is made by an artisan baker
- It is more premium / better quality compared to other bread
- It is less processed than other types of bread
- It is healthier than other types of bread
- It is more digestible than other types of bread
- Nothing about sourdough bread is important to me
- Don't know

Text © 2025 the Real Bread Campaign and M·E·L Research. For permissions, contact realbread@susatinweb.org