

Morrisons ISB labelling / marketing issues

In store bakery (ISB) products seen by the Real Bread Campaign in 'the Baker' section of Morrisons in Lewisham on 23 January 2026, without mandatory flour 'fortificants' shown:

'Morrisons the Best white sourdough bloomer'

Ingredients listed on packaging: Wheat flour, Water, Salt, Malted barley Flour

Ingredients listed on website: Wheat Flour, Water, Salt, Malted Barley Flour, Maize, Rapeseed Oil

<https://groceries.morrisons.com/products/morrisons-the-best-white-sourdough-bloomer-400g/112517418>

'Morrisons the Best malted barley & rye sourdough boule'

Ingredients listed on packaging and website: Wheat Flour, Water, Malted Barley Flour, Barley Malt Flour, Malted Rye Flour, Salt, Yeast, Maize, Rapeseed oil, Citric acid

<https://groceries.morrisons.com/products/morrisons-the-best-malted-barley-rye-boule/113875971>

'Morrisons the Best ancient grain loaf'

Ingredients listed on packaging and website: Wheat Flour, Water, Pumpkin Seed, Rye Flour, Spelt Flour (Wheat), Brown Linseed, Quinoa, Salt, Millet, Poppy Seeds, Rye, Spelt (Wheat), Kibbled Wheat, Maize, Pearl Barley, Yeast, Malted Barley Flour, Rapeseed Oil, Acidity Regulator (Citric Acid)

<https://groceries.morrisons.com/products/morrisons-the-best-ancient-grain-loaf/112517311>

'Morrisons the Best cheese bloomer'

Ingredients listed on packaging: Wheat flour, Water, Cheddar cheese (milk), Leicester Cheese (Milk), Salt, Yeast, Whey powder (milk), Malted barley flour, Colour (Carotenes), Emulsifying Salts (Citric Acid, Sodium Phosphates), Maize

Ingredients listed on website: Wheat Flour, Water, Cheddar Cheese (Milk), Leicester Cheese (Milk), Salt, Anti-Caking Agent (Potato Starch), Yeast, Whey Powder (Milk), Malted Barley Flour, Colour (Carotenes), Emulsifying Salts (Citric Acid, Sodium Phosphates), Maize

<https://groceries.morrisons.com/products/morrisons-the-best-cheese-bloomer/112517451>

'Morrisons the Best olive bloomer'

Ingredients listed on packaging and website: Wheat Flour, Water, Green Olives, Kalamata Olives, Salt, Yeast, Extra Virgin Olive Oil, Red Wine Vinegar, Malted Barley Flour, Acidity Regulators (Citric Acid, Lactic Acid), Maize, Rapeseed Oil

<https://groceries.morrisons.com/products/morrisons-the-best-olive-bloomer/112517493>

'Market street medium granary baps'

Ingredients listed on packaging and website: Wheat flour, Water, Malted wheat flakes, Yeast, Salt, Sugar, Fortified wheat flour (wheat flour, calcium carbonate, iron, niacin, thiamin), Emulsifiers (Mono- and diacetyltartaric acid esters of mono- and diglycerides of fatty acids, Sodium stearoyl-2-lactylate, Mono- and diglycerides of fatty acids), Soya flour, Dextrose, Wheat gluten, Palm oil, Barley malt flour, Rapeseed oil, Flour Treatment Agent (Ascorbic acid)

<https://groceries.morrisons.com/products/market-street-medium-granary-baps/110986069>

A non-exhaustive list of other ISB products on the Morrisons website that list 'wheat flour' without the UK mandatory flour 'fortificants' in brackets:

Morrisons The Best White Sourdough Boule <https://groceries.morrisons.com/products/morrisons-the-best-white-sourdough-boule/112517434>

Morrisons Sourdough Baguette

<https://groceries.morrisons.com/products/morrisons-sourdough-baguette/115026323>

Morrisons The Best Brown Sourdough Pave <https://groceries.morrisons.com/products/morrisons-the-best-brown-sourdough-pave/113877204>

Morrison's The Best Californian Style Sourdough Bloomer

<https://groceries.morrison's.com/products/morrison's-the-best-californian-style-sourdough-bloomer-600g/113887576>

Morrison's The Best Cranberry & Pumpkin Seed Bread

<https://groceries.morrison's.com/products/morrison's-the-best-cranberry-pumpkin-seed-bread/112517291>

Missing QUID

A non-exhaustive list of Morrison's ISB products with ingredients emphasised in the name, that do not have the mandatory quantitative ingredients declaration (QUID):

Morrison's The Best Signature Collection Rye Sourdough

Wheat Flour, Water, Rye Flour, Wholewheat Flour, Wheat Gluten, Malted Barley Flour, Iodized Salt, Rice Semolina, Sourdough Culture, Honey, Durum Wheat Flour, Malted Wheat Flour

<https://groceries.morrison's.com/products/morrison's-the-best-signature-collection-rye-sourdough/115481078>

[Main ingredient listed as 'wheat flour' – no 'fortificants' shown. Also listed is 'wholewheat flour' – the applicable, legally-defined term in the UK wholemeal wheat flour.]

Market Street Wheat Spelt & Rye Tin Loaf

Fortified wheat flour (wheat flour, calcium carbonate, iron, niacin, thiamin), Water, Wholewheat flour, Oat flakes, Spelt flour (wheat), Maize, Oat bran, Soya grits, Linseed, Yeast, Malted barley flour, Rye flour, Salt, Wheat gluten, Bulking Agent (Calcium sulphate), Soya flour, Emulsifier (Mono- and diacetyltartaric acid esters of mono- and diglycerides of fatty acids), Dextrose, Wheat flour, Palm oil, Caramelised sugar powder, Maltodextrin, Rapeseed oil, Flour Treatment Agent (Ascorbic acid)

<https://groceries.morrison's.com/products/market-street-wheat-spelt-rye-tin-loaf-800g/104814981>

Market Street Wheat Spelt & Rye Bread

<https://groceries.morrison's.com/products/market-street-wheat-spelt-rye-bread/104738317>

Named wholemeal but containing white flour

ISB products with 'wholemeal' in the name, which have non-wholemeal wheat flour as an ingredient:

Market Street Wholemeal Bread

Wholemeal wheat flour, Water, Yeast, Wheat gluten, Salt, Bulking Agent (Calcium sulphate), Soya flour, Demerara sugar, Emulsifiers (Sodium stearoyl-2-lactylate, Mono- and diacetyltartaric acid esters of mono- and diglycerides of fatty acids), Fortified wheat flour (wheat flour, calcium carbonate, iron, niacin, thiamin), Dextrose, Wheat flour, Palm oil, Caramelised sugar syrup, Maltodextrin, Flour Treatment Agent (Ascorbic acid), Rapeseed oil, Malted barley flour

<https://groceries.morrison's.com/products/market-street-wholemeal-bread/104726439>

Market street wholemeal baps

Wholemeal wheat flour, Water, Yeast, Wheat gluten, Salt, Sugar, Fortified wheat flour (wheat flour, calcium carbonate, iron, niacin, thiamin), Emulsifiers (Mono- and diacetyltartaric acid esters of mono- and diglycerides of fatty acids), Sodium stearoyl-2-lactylate, Mono- and diglycerides of fatty acids), Soya flour, Dextrose, Palm oil, Wheat flour, Rapeseed oil, Flour Treatment Agent (Ascorbic acid)

<https://groceries.morrison's.com/products/market-street-medium-wholemeal-baps/110986106>