



OCADO RETAIL LTD
Apollo Court,
2 Bishop Square,
Hatfield Business Park,
Hatfield,
Hertfordshire,
AL10 9NE

Our Ref: ORL25-ID-240325 - 40083190

Dear Chris Young,

Thank you for your enquiry. This response is with regard to the following query:

Enquiry Ref	ORL25-ID-240325 - 40083190
Date of Enquiry	06 February 2025
Customer Ref (if app)	40083190
Product Ref (if app)	Ocado Wholemeal Sourdough - SKU 628958011

At Ocado Retail Ltd. we take the labelling of our products very seriously. This involves all of the Ocado Own Brand products going through a process of checks on the product and packaging before launch.

Following your initial enquiry around the naming and declaration of our 'wholemeal' sourdough product on 06 February 2025, we started a full investigation including collaborating with the appropriate stakeholders across the business. We are sorry that we have not been in touch sooner.

Our product is made using a traditional long fermentation process and includes a live sourdough culture. The process results in a total fermentation time of approximately 8 hours, which supports the development of flavour and the natural acidity characteristic of sourdough breads.

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Registered in England & Wales at the above address, Number 03875000

Following the review and discussions internally, we have taken your feedback on board and in the background we have been working with our supplier and artwork house to revise the product name and update the packaging.

Below is a copy of the new artwork:



This new artwork was sent to our supplier partner printer last week and is currently in the process of being checked before going to print.

We are working to get the new artwork and packaging into production as soon as possible, however want to minimise the disposal of plastic packaging.

Based on our current projections, we will currently be in a position to have moved over to the new 'brown' artwork by the end of June, however will of course change over sooner if we can.



With regards to your query on Ascorbic Acid – Ascorbic acid (E300) is used in the product as part of a dough improver, which contains fortified wheat flour, soya flour and E300. The UK Bread and Flour Regulations 1998 (as amended) restrict the use of E300 in wholemeal flour and is permitted in all breads. In our case, the wholemeal flour used in the recipe does not contain E300. The additive is present only via a separate improver, used at a very small level to support dough performance and consistency in a large-scale bakery setting.

While there is currently no formal UK regulation defining sourdough production or labelling, we recognise the intent of the *UK Baking Industry Code of Practice for the Labelling of Sourdough Bread and Rolls (2022)*. This code encourages transparency and honesty in labelling, and we are committed to following these principles.

I hope the above answers all of your questions raised in your enquiry.

If you require any further information or points of clarification, please do not hesitate to contact us.

Kind regards

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