

From: realbread@sustainweb.org  
Sent: Wednesday, September 6, 2023 11:43 AM  
To: xxxxx@hovis.co.uk  
Subject: 'Bakers Since 1886 Rustic Bloomers'

Dear xxx,

I am writing to you regarding Hovis's new 'Bakers Since 1886 Rustic Bloomers' range.

We have noted that they are yeast-leavened products, with a small amount of dehydrated sourdough added 'for more flavour'. Rather than using the word sourdough as a prominent element of the products' marketing, however, you have restricted it to the ingredients list. Having campaigned against sourfaux marketing for almost a decade and a half, we thank you for this restraint, which we can use as an example in urging other manufacturers and retailers to follow suit.

We have, however, concerns with other aspects of how you are marketing this range. Hovis has claimed that the products are 'artisan-inspired'. Can you verify this claim? What evidence do you have of any links between genuine artisan bakers, their additive-free recipes, hand-crafting practices and resulting Real Bread; and your mass-produced loaves, manufactured on fully-automated production lines at an industrial scale by the 'no-time' Chorleywood Process using, amongst many things, E472e (diacetyl tartaric acid esters of mono- and diglycerides of fatty acids), soya flour, E300 (ascorbic acid) and palm fat?

On your website, you promote the range as having 'no artificial preservatives'. While this might be true, why do you not give equal prominence to the additives you have used in the manufacture of these products?

You have been quoted in trade press as stating the products will deliver 'the charm and authenticity of independent bakery experiences directly to shopping aisles.' How do you justify this claim, when the only place to enjoy an authentic, independent bakery experience is at a shop, stall or eatery run by an authentic, independent bakery?

Your company's claims also include that the loaves 'are baked in shallow trays' to produce a 'free flowing loaf shape, with thick slices, generous end crusts and topped with four distinctive diagonal cuts.' You stated that this is 'more traditional' and yet, somehow, simultaneously a 'real innovation'. You have also been quoted as saying the range is "testament to our dedication to delivering a truly authentic and more artisanal inspired experience." Which is it: traditional or innovative; authentic or merely 'inspired by' the real thing?

I look forward to receiving your answers to these questions.

Yours sincerely,

Chris Young

Real Bread Campaign coordinator