

Waitrose in-store 'bakery' marketing

Correspondence between the Real Bread Campaign and Waitrose, December 2024 – January 2025.

www.realbreadcampaign.org realbread@sustainweb.org @realbreadcampaign

2 December 2024: from the Real Bread Campaign to Waitrose CEO James Bailey

The Real Bread Campaign is investigating information provision and marketing of baked products by the UK's 10 largest supermarket chains.

Our understanding is that Waitrose makes no bread fresh from scratch in any of its stores. We understand that all 'bakery' section loaves are in fact manufactured at central production units, one or more of which are outside the UK. With the exception of GAIL's branded products, the items are chilled or frozen for storage and transport; and merely *re*-baked in-store at a later date. Is this all true? If not, we welcome your corrections.

We've been unable to find how Waitrose substantiates a number of marketing claims, or enables shoppers to verify the facts behind them quickly and easily. Having apparently chosen to hide (or, at least, not disclose to shoppers) the facts of when, where and how products are made, we found that Waitrose chooses to spin an alternative narrative instead. This marketing involves making a range of claims and merchandising unwrapped products in a manner that mimics artisan bakeries - wicker baskets, wooden shelving, paper bags etc. Individually and collectively, we believe these elements of information provision and marketing to be misleading and in breach of consumer protection legislation.

The headings below are claims prominently used by your company to market 'exclusive to Waitrose' Wildfarmed branded products, though a number of our questions and concerns also relate to Waitrose own-brand products. We have already contacted Wildfarmed as a Real Bread Campaign supporter, and included elements of their responses in the following.

Relevant product information and marketing claims, published on the Waitrose website, are copied and pasted, below my signature.

Baked in Store Today

This claim is made by your company about two sourdough products in Wildfarmed's range for Waitrose. Rather than being made from scratch in store on the day that they are sold, we understand the truth to be that they (in common with own-brand loaves sold unwrapped/loose by Waitrose) are manufactured, baked and chilled or frozen in a central production unit. The products are then transported to Waitrose stores at which they are merely *re*-baked at a later date.

Waitrose does not display, on its website or in-store, the place of production for all 'bakery' section products. The absence of the UK's mandatory flour 'fortificants' from the online ingredients lists of some Waitrose own-brand products suggests that they are prefabricated outside the UK.

Baking and *re*-baking are not the same. Shoppers have the right to know if a product has been re-baked and transported from far away, not least because the process uses around twice as much energy as baking a product once, increasing the carbon footprint and negative environmental impact. Re-baking also has a negative impact on the quality of a product, as it is likely to stale more quickly than freshly-made bread. This increases the risk of food waste in the home, to further environmental detriment and a financial cost to the buyer. There is also the socio-economic issue that baking from scratch provides opportunities for skilled employment in the locality that the bread is sold, while one person pushing a button to re-bake products requires far less time and skill, greatly reducing the potential for remuneration and job satisfaction.

Long-standing [Food Standards Agency guidance](#) states: 'Terms such as "freshly baked", "baked in store" and "oven fresh" may mislead consumers into believing that they are being offered products that have been freshly produced on site from basic raw materials. Some stores sell bread made from part-baked products

that have been packed in an inert atmosphere or frozen off-site then “baked off” at in-store bakeries. Use of terms like “freshly baked”, “baked in store” and “oven fresh” on these products could potentially infringe the general legal provisions...’

These provisions include [Regulation \(EC\) No 178/2002](#), which asserts that ‘it is a general principle of food law to provide a basis for consumers to make informed choices in relation to food they consume and to prevent any practices that may mislead the consumer.’ More specifically, [Regulation \(EU\) No 1169/2011](#) on the provision of food information to consumers requires that ‘food information shall not be misleading, particularly: (a) as to the characteristics of the food and, *in particular, as to its nature, identity, properties, composition, quantity, durability, country of origin or place of provenance, method of manufacture or production.*’ [our italics]

Regulation (EC) No 178/2002 requires that: ‘The name of the food shall include or be accompanied by particulars as to the physical condition of the food or the specific treatment which it has undergone (for example, powdered, refrozen, freeze-dried, quick-frozen, concentrated, smoked) in all cases where omission of such information could mislead the purchaser.’

[Regulation 5 of The Consumer Protection from Unfair Trading Regulations 2008](#) states that: ‘a commercial practice is a misleading action if [...] it contains false information and is therefore untruthful [...] or if it or its overall presentation in any way deceives or is likely to deceive the average consumer [...] even if the information is factually correct; and (b) it causes or is likely to cause the average consumer to take a transactional decision he would not have taken otherwise.’ Regulation 6 states that: ‘A commercial practice is a misleading omission if [it] omits material information [or] hides material information.’

Regulation (EC) No 178/2002 requires that: ‘The name of the food shall include or be accompanied by particulars as to the physical condition of the food or the specific treatment which it has undergone (for example, powdered, refrozen, freeze-dried, quick-frozen, concentrated, smoked) in all cases where omission of such information could mislead the purchaser.’ Section 6 of The Consumer Protection from Unfair Trading Regulations 2008 states that it is misleading if: ‘the commercial practice omits material information’.

Will you declare on packaging, at point of sale and on the Waitrose website material information about how, where and when each of these product lines is manufactured? Will you also remove the ‘baked in store today’ claim from the Waitrose website and all stores?

Only the Essentials

The only essentials in bread making are flour and water (from which sourdough bread or unleavened flatbread can be made), arguably plus salt and/or yeast. The Wildfarmed branded products about which Waitrose makes this claim, however, are manufactured using the additive E300, highly-refined gluten, rapeseed oil and other additions. Though these might be used to perform technical functions in industrial loaf manufacture, by definition they are not essential ingredients of bread.

Wildfarmed gave us no assurance that the company has any intention of removing non-essential additions from its manufacturing process, so will you amend or remove this claim from the Waitrose website and stores?

Pesticide free

Do you agree that shoppers will understand this claim to mean that no herbicide, fungicide, insecticide or other pesticide is employed in the farming of wheat used to make the Wildfarmed branded products that Waitrose markets; as well as a guarantee that no residues of any such toxic agrochemicals are present in the finished products?

Wildfarmed makes a ‘no ‘cides’ promise, and the company advised us that ‘Wildfarmed Standards’ do not permit the use of ‘pesticides on the growing crops’. The company also advised that grain grown for Wildfarmed is tested for pesticides, but did not answer all of our questions.

Can Waitrose confirm that this prohibition also covers all:

- a) herbicides, fungicides, insecticides, molluscicides and other [‘plant protection products’ \(PPP\)](#)
- b) land on which Wildfarmed wheat is grown, both before sowing and after harvest
- c) crops/land farmed in rotation with wheat crops that are milled for Wildfarmed flour.

Do you have third-party testing certification proof that Wildfarmed branded products sold by Waitrose are free from all traces of PPP?

If you cannot answer yes to each of these questions, and advise how do you enable customers to verify the facts behind this claim, will you remove it from the Waitrose website and stores?

No Nasties

Do you agree that many people generally perceive additives as nasty, and that the average shopper will understand this claim to mean ‘no additives’ and/or ‘only natural ingredients’? If so, why does Waitrose use the claim to market Wildfarmed-branded products that are manufactured using an industrially-synthesised additive and (depending on your answers to the PPP questions above) are perhaps also the result of farming that involves toxic agrochemicals?

Alternatively, does Waitrose assert that everything involved in the manufacture of food it sells is safe and palatable, so no additive (or other substance) used is nasty? If so, do you agree that the claim ‘no nasties’ is effectively meaningless, as it applies to all (legally produced) food? On this basis, do you agree that the claim contravenes [Article 7.1.c of Regulation \(EU\) No 1169/2011 on the provision of food information to consumers](#) ‘by suggesting that the food possesses special characteristics when in fact all similar foods possess such characteristics, in particular by specifically emphasizing the presence or absence of certain ingredients and/or nutrients...’

Either way, will you remove this claim from the Waitrose website and all stores?

Naturally Nutritious

Do you agree that most people would understand this claim to be an assurance of food with high levels of naturally-present vitamins and minerals? In common with many industrial dough products, Wildfarmed branded loaves and rolls sold by Waitrose are manufactured from white, roller-milled flour. During this refining process, much of the natural nutritional value (most of the fibre and large percentages of the vitamins and minerals) of wheat is stripped away.

Much of the declared micronutritional content of these products is in the form of the iron and synthetic vitamins, which are added as ‘token nutrients’ to non-wholemeal wheat flour by UK law. Some of the protein in the Wildfarmed brand products sold by Waitrose isn’t naturally present in the wheat, either: it is industrially-processed, highly-refined gluten that is added to flour during manufacture. We believe that due to this, and the use of E300, this claim does not comply with the long-standing [Food Standards Agency guidance on use of the word natural](#), and breaches consumer protection legislation noted above.

Furthermore, it is only legal to make a health or nutritional claim if it appears on the national register. The generic term ‘nutritious’ does not appear in [Regulation \(EC\) No 1924/2006 on nutrition and health claims made on foods](#), or the Department of Health and Social Care’s [guidance to the Regulation](#). Neither ‘nutritious’ or ‘naturally nutritious’ is listed in the [Great Britain permitted nutrition and health \(NHC\) claims register](#).

Wildfarmed’s response to us referred to fibre content of these products but, rather than ‘source of fibre’, the claim we are challenging is ‘naturally nutritious’. Will you remove this claim from the Waitrose website and all stores?

Slow-fermented over two days

Wildfarmed advised us that the dough is ‘bulk fermented for 3 hours and then 16 hours fermentation in a cold room’ - 19 of the 48 hours stated in the claim. Will you either start enabling shoppers to verify the facts behind this claim, or remove it from the Waitrose website and all stores?

100% Traceable Supply Chain

What are the facts behind this claim and how does Waitrose enable shoppers to verify them? How does Waitrose enable shoppers to trace the flour used for a specific loaf back to the factory that made it, the mill that produced the flour and farm that grew the grain for that batch of flour? We have been unable to find this information on product labels, point of sale display, or the Waitrose website.

Will you create a means for shoppers to trace and verify every step of growth, processing and production for each batch of grain, flour and loaves? If not, will you amend the claim to more accurately reflect the extent to which a shopper can find the facts, or remove the claim from the Waitrose website and all stores?

Farmer friendly

What are the facts behind this claim and how does Waitrose enable shoppers to verify it? While we have heard and read favourable comments from farmers about their working relationship with Wildfarmed, we have also heard less positive information and opinions. Will you either advise how you will start enabling shoppers to verify the facts behind this claim, or remove it from the Waitrose website and all stores?

Life Changing

In what way(s) does buying/eating a Wildfarmed loaf change the life of the person who buys and/or eats it? Is the change positive or detrimental? Will you either advise how you will start enabling shoppers to verify how buying/eating these products will change their lives, or remove this claim from the Waitrose website and all stores?

Farmland friendly - restoring soil and landscapes across the country

What are the facts behind these green / environmental claims and how does Waitrose enable shoppers to verify them? [The Committee of Advertising Practice \(CAP\) guidance](#) highlights Rule 11.1 of the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (the CAP Code): 'The basis of environmental claims must be clear. Unqualified claims could mislead if they omit significant information.' The Competition and Markets Authority's [guidance on making environmental claims on goods and services](#) outlines that the following principles apply:

- claims must be truthful and accurate
- claims must be clear and unambiguous
- claims must not omit or hide important relevant information
- comparisons must be fair and meaningful
- claims must consider the full life cycle of the product or service
- claims must be substantiated

'Wildfarmed Standards' permit the use of synthetic fertilisers. These are harmful to humans, wildlife, and microorganisms, with their storage and use subject to a wide range of regulations and official guidance. Even the standards document highlights some of the many questions that hang over them. For example: 'When does artificial nitrogen go from being a positive contribution to plant vigour and system viability to having a negative impact on nitrogen fixing soil communities and plant health?' At the end of the list, Wildfarmed admits: 'the answers to some of these specific questions don't seem to be known.' There is also the matter of the harmful effect of synthetic fertilisers to the environment through their massive contribution to climate change.

Can you guarantee there is no runoff of any PPP or synthetic fertiliser from any field used to grow wheat for Wildfarmed branded loaves sold by Waitrose? Will you either advise how you will start enabling shoppers to verify the facts behind this claim, or remove it from the Waitrose website and all stores?

Regen wheat

On [the Waitrose website](#), you expand on this green/environmental claim by saying Wildfarmed products are: 'made using regenerative flour, which means the grain is grown in ways that build healthy soil, support local wildlife and restore natural landscapes.' For one own-brand product, you claim: 'The future of faring [sic.] is regenerative. Restoring the soil, saving water and enhancing nature. It's what we do at Waitrose Leckford farm.'

In support of legislation outlined above, on 7 November 2024, the Advertising Standards Authority (ASA) published [guidance on use of regenerative farming/agriculture claims](#). This guidance states: 'to avoid misleading consumers, advertisers must take care to avoid overclaiming when communicating their regenerative farming initiatives.' The ASA advises that companies should:

- Ensure transparency by providing clarity around terminology and statistics
- Avoid cherry-picking or tokenism
- Avoid absolute claims
- Avoid misleading comparisons with other farming methods
- Avoid exaggerating environmental or animal welfare-related benefits

Will you start communicating to shoppers how you define regenerative/regen, and enabling them to verify the facts behind what your company is claiming and implying, or remove these claims from the Waitrose website and all stores?

I look forward to your answers to each of these questions.

Information and claims

Copied and pasted from products pages on the Waitrose website, 2 December 2024.

Leckford Farmhouse Loaf

INGREDIENTS: Leckford Estate wheat flour (47%) (wheat flour, calcium carbonate, iron, niacin, thiamin), water, wheat flour (wheat flour, calcium carbonate, iron, niacin, thiamin), rye sourdough [sic.] 6% (water, wholemeal rye flour, rye flour, salt, starters), rye flour, wholemeal wheat flour, sea salt, wheat gluten, coarse wheat malt, caramelised malted wheat flour, malted wheat flour, wheat germ, barley malt extract

Claims on Waitrose website: 'Made with flour from our farm. Supporting regenerative farming. The future of farming [sic.] is regenerative. Restoring the soil, saving water and enhancing nature. It's what we do at Waitrose Leckford farm.'

www.waitrose.com/ecom/products/leckford-farmhouse-loaf/984304-825393-825394

Leckford Seeded Baguette

INGREDIENTS: Leckford Estate ® wheat flour (47%) (wheat flour, calcium carbonate, iron, niacin, thiamin), water, wheat flour (wheat flour, calcium carbonate, iron, niacin, thiamin), deactivated rye sourdough (water, fermented rye flour, salt), fermented sprouted rye kernels, golden linseed (1.0%), salt, millet seeds (1.0%), brown linseed (1.0%), sunflower seeds (0.5%), yeast, wheat gluten, wheat flour, malted [text missing from online listing?]

Claims on Waitrose website: 'Made with flour from wheat that's regeneratively grown on our farm in Hampshire. Championing regenerative farming.'

www.waitrose.com/ecom/products/leckford-seeded-baguette/944847-834447-834448

San Francisco Sourdough Style Bloomer

INGREDIENTS: wheat flour, water, wholemeal wheat flour, rye flour, yeast, salt, starter culture, durum wheat semolina.

Origin Information: Packed In: Waitrose Limited [Packed where? More importantly, where is the product made?]

www.waitrose.com/ecom/products/san-francisco-sourdough-style-bloomer/601757-629251-629252

Malted Mixed Seeds Bloomer

INGREDIENTS: wheat flour, water, mixed seeds (17%) (sunflower seeds, golden linseed, linseed, sesame seeds), wheat gluten, barley flour, rye flour, roasted barley malt, deactivated rye sourdough, wheat fibre, yeast, salt, hydrolysed wheat protein, flour treatment agent (ascorbic acid).

Origin Information: [None on product page.]

www.waitrose.com/ecom/products/malted-mixed-seeds-bloomer/455552-704763-704764

Stonebaked Baguette

INGREDIENTS: wheat flour, water, rye flour, wheat gluten, salt, yeast, spirit vinegar, starter culture, barley malt extract, malted wheat flour, dried yeast extract, sea salt, flour treatment agent (ascorbic acid).

Origin Information: France [is this also communicated on labels / in-store?]

www.waitrose.com/ecom/products/stonebaked-baguette/714403-382108-382109

Mixed Seed Baguette

INGREDIENTS: wheat flour, water, mixed seeds (16%) (mixed seeds (brown linseed, golden linseed, millet seeds, poppy seeds, pumpkin seeds, sunflower seeds)), wheat gluten, wheat bran, salt, yeast, roasted barley malt, deactivated yeast, flour treatment agent (ascorbic acid).

Origin Information: **France [is this also communicated on labels / in-store?]**

www.waitrose.com/ecom/products/mixed-seed-baguette/840025-438236-438237

Brown San Francisco Style Sourdough Boule

INGREDIENTS: wholemeal wheat flour, fortified wheat flour (wheat flour, calcium carbonate, iron, niacin, thiamin), water, rye flour, wheat flour, **yeast**, salt, wheat gluten, rapeseed oil, **flour treatment agent (ascorbic acid)**, starter culture. **[Baker's yeast and additives are not used in genuine sourdough bread.]**

www.waitrose.com/ecom/products/brown-san-francisco-style-sourdough-boule/803200-693918-693919

Wildfarmed Sliced White Bread

INGREDIENTS: Wildfarmed® Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin) (66%), Water, Wheat Gluten, Wheat Semolina, Fermented Wheat Flour, Salt, Yeast, Flour Treatment Agent: Ascorbic Acid

Claims on Waitrose website: 'Super Tasty. Naturally Nutritious. Farmer Friendly. 100% Traceable Supply Chain. Only the Essentials, No Nasties. Wildfarmed Life Changing Sliced White. Suitable for Vegetarians & Vegans.'

www.waitrose.com/ecom/products/wildfarmed-sliced-white-bread/523535-825077-825078

Wildfarmed Sliced Seeded Bread

INGREDIENTS: Wildfarmed® Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin) (52%), Water, Mixed Seeds (Brown Linseeds, Millet Seeds, Golden Linseeds, Sunflower Seeds, Poppy Seeds, Pumpkin Seeds) (16%), Wheat Gluten, Fermented Wheat Flour, Salt, Yeast, Roasted Barley Flour, Flour Treatment Agent: Ascorbic Acid

Claims on Waitrose website: 'Super Tasty. Naturally Nutritious. Farmer Friendly. 100% Traceable Supply Chain. Only the Essentials, No Nasties. High in Fibre. Suitable for Vegetarians & Vegans.'

www.waitrose.com/ecom/products/wildfarmed-sliced-seeded-bread/830973-825265-825266

Wildfarmed 4 White Rolls

INGREDIENTS: Wildfarmed® Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin) (55%), Water, Regenerative Wheat Sourdough, Wheat Flour, Fermented Wheat Flour, Wheat Gluten, Rapeseed Oil, Yeast, Salt, Honey, Flour Treatment Agent: Ascorbic Acid, Wheat Starch

Claims on Waitrose website: 'Life Changing. Classic flour-dusted rolls. Super soft and naturally delicious. Only The Essentials [sic.], No Nasties. Source of fibre. Suitable for Vegetarians. Wildfarmed life changing white roll's 1 Super tasty 2 Naturally nutritious 3 Farmer friendly Life Changing? Really? Wildfarmed rolls don't just taste good great, They're a taste of a better future for everyone. Our regen wheat is farmer and farmland friendly-restoring soil and landscapes across the country. So yeah, Life changing. For real.'

www.waitrose.com/ecom/products/wildfarmed-4-white-rolls/896227-825315-825316

Wildfarmed White Sourdough Bread

INGREDIENTS: Wildfarmed® Wheat Flour (59%) (Wheat Flour, Iron, Niacin, Thiamin, Calcium Carbonate), Water, Wildfarmed® Wholemeal Wheat Flour (10%), Rice Flour, Salt, Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Rapeseed Oil

Claims on Waitrose website: 'Slow-Fermented over two days. Hand-Crafted and naturally delicious. Only the Essentials, No Nasties. 100% Traceable Supply Chain. Suitable for Vegetarians & Vegans. Wildfarmed Life Changing Sourdough is: 1 Super Tasty 2 Naturally Nutritious 3 farmer friendly'

www.waitrose.com/ecom/products/wildfarmed-white-sourdough-bread/724908-825199-825200

Wildfarmed Seeded Sourdough Bread

INGREDIENTS: Wildfarmed® Wheat Flour (59%) (Wheat Flour, Iron, Niacin, Thiamin, Calcium Carbonate), Water, Wildfarmed® Wholemeal Wheat Flour (10%), Rice Flour, Salt, Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Rapeseed Oil

Claims on Waitrose website: 'Slow-Fermented over two days. Hand-Crafted and naturally delicious. Only the Essentials, No Nasties. 100% Traceable Supply Chain. Suitable for Vegetarians & Vegans. Wildfarmed Life Changing Sourdough is: 1 Super Tasty 2 Naturally Nutritious 3 farmer friendly Only the Essentials, No

Nasties. Source of Fibre. 100% Traceable Supply Chain. Suitable for Vegetarians & Vegans. Wildfarmed life changing sourdough is: 1 Super tasty 2 Naturally nutritious 3 Farmer friendly Life Changing? Really? Wildfarmed bread doesn't just taste good great, it's a taste of a better future for everyone. Our Regen wheat is farmer and farmland friendly - restoring soil & landscapes across the country. So yeah, life changing. For real.'

www.waitrose.com/ecom/products/wildfarmed-seeded-sourdough-bread/450555-825031-825032

22 December 2025: From Waitrose to the Real Bread Campaign

We take great pride in the quality of our breads and we do not carry any baked in store messaging on our bread.

Regarding your broader question about how our bread is merchandised in store, more of our customers want to see bread available loose because it minimises the packaging, so we believe this absolutely is the right thing to offer from an environmental perspective.

In answer to your specific question about Leckford Wheat, you will find detailed information on the regenerative nature of farming at Leckford on our website: <https://leckfordestate.co.uk/news/farming-for-nature>

Given that most of your questions specifically relate to Wildfarmed which is a branded product, I would point you in the direction of Wildfarmed. They have assured us they are in contact with you and have previously responded to your questions directly.

8 January 2025: From the Real Bread Campaign to Waitrose

Thank you for advising that Waitrose does not 'carry any baked in store messaging on our bread.'

Rather than answer any of our other questions, however, you have tried to redirect us to Wildfarmed. This is despite me stating that we have been in touch with that company already and, more importantly, the fact that our questions relate to *Waitrose's* provision of information about, and *your company's* marketing of, 'in-store bakery' products that you sell.

To summarise:

- What are the facts behind each of the claims Waitrose uses in its marketing of own-brand / unbranded and Wildfarmed brand loaves?
- In which country and when are each of the products in the Waitrose 'in-store bakery' section manufactured?
- Are any of these products frozen after manufacture and, if so, which ones?
- Which of these products are re-baked (rather than baked for the first time) in store?
- How does Waitrose communicate all of this to shoppers *at point of sale*, and enable them to verify the claims Waitrose uses in its marketing of these products?
- When will Waitrose remove the marketing claims that it cannot (or, at least, does not) substantiate and enable shoppers to verify?

Not everyone has internet access when they are out shopping, but even your website does not provide all of these important facts for every product.

For example, of 20 Waitrose own-brand products we looked at on your site (list below), you choose only state the country of origin for five of them – two from France and three from the UK. The pages for 13 of the other products do not say where they were manufactured, merely that they were 'Packed in Waitrose Limited' in an unspecified country/location. The pages for the remaining two products don't even say where they were packed, let alone made.

In response to our questions about the facts behind the claims Waitrose uses to market Leckford branded loaves, and how you enable shoppers to verify those claims, you directed us to news item. Even that news item does not include information that answers our questions, or enable shoppers to verify the claims.

Please advise when we can expect your full answers to all of our questions about *your company's* provision of information and use of marketing claims.

Online own-brand product origin information

'Packed in Waitrose Limited'

<https://www.waitrose.com/ecom/products/ciabatta-roll/361801-834387-834388>
<https://www.waitrose.com/ecom/products/stonebaked-pain-rustique-roll/872807-805164-805165>
<https://www.waitrose.com/ecom/products/leckford-seeded-baguette/944847-834447-834448>
<https://www.waitrose.com/ecom/products/no1-sourdough-baguette/987411-834471-834472>
<https://www.waitrose.com/ecom/products/crusty-roll/500509-759461-759462>
<https://www.waitrose.com/ecom/products/stonebaked-grand-rustique/443063-805106-805107>
<https://www.waitrose.com/ecom/products/fruit-and-nut-bloomer/293165-834381-834382>
<https://www.waitrose.com/ecom/products/no1-dark-chocolate-orange-sourdough-bloomer-loaf/330558-834385-834386>
<https://www.waitrose.com/ecom/products/light-rye-boule/841175-629454-629455>
<https://www.waitrose.com/ecom/products/waitrose-dorg-wholemeal-seeded-bloomer/870433-759411-759412>
<https://www.waitrose.com/ecom/products/leckford-farmhouse-loaf/984304-825393-825394>
<https://www.waitrose.com/ecom/products/stonebaked-pave-with-buckwheat-sourdough/685957-759389-759390> [absence of 'fortificants' indicates non-UK manufacture]
<https://www.waitrose.com/ecom/products/san-francisco-sourdough-style-bloomer/601757-629251-629252>
[absence of 'fortificants' indicates non-UK manufacture]

France

<https://www.waitrose.com/ecom/products/mixed-seed-baguette/840025-438236-438237>
<https://www.waitrose.com/ecom/products/stonebaked-baguette/714403-382108-382109>

United Kingdom

<https://www.waitrose.com/ecom/products/brown-san-francisco-style-sourdough-boule/803200-693918-693919>
<https://www.waitrose.com/ecom/products/three-cheese-bloomer/816633-724087-724088>
<https://www.waitrose.com/ecom/products/stonebaked-white-boule/657575-605100-605101>

None

<https://www.waitrose.com/ecom/products/essential-baguette/065131-33004-33005>
<https://www.waitrose.com/ecom/products/white-sourdough-roll/890259-759415-759416>

31 January 2025: From Waitrose to the Real Bread Campaign

In response to your letter dated 8th January, we have looked into the specific requests you have made concerning country of origin and status of the bread sold loose within Waitrose stores.

Bread sold loose stores is through a fixture that makes no claim that the products are baked or freshly baked in store as this would be misleading to our customers.

Regarding country of origin statements, it is not a legal requirement to state country of origin unless it is misleading to omit it. Bread baked-off in-store is manufactured by carefully selected suppliers who meet the quality standards we insist on. As Waitrose makes no claims regarding the origin of bread or its ingredients, the fixtures are not misleading consumers according to Regulation 1169/2011 Food Information for Consumers, or Regulation 2018/775 on Country of Origin of Primary Ingredient.

As we are confident that our labelling is legally compliant we trust that this matter has been brought to a close.