

Iceland 'Luxury Bakery'

From the Iceland website:

Bread

There is nothing as comforting or appetising as freshly baked bread, with the scent being voted one of the UK's favourites.

Crafted using only the highest quality ingredients, these new luxury breads have been created using a slow dough method (typically known as sour dough) to create rich, intense flavours. During this process, the ingredients can ferment for up to 16 hours and although this may take a little longer, the wholesome, greater flavours are worth the wait...

<http://groceries.iceland.co.uk/bakery> [retrieved 11 December 2017]

Wholemeal Wheat Flour, Water, Mixed Seeds (6%) (Sunflower Seeds, Golden Linseed, Brown Linseed, Poppy Seeds), Wheat Protein, Yeast, Malted Wheat Flakes, Toasted Kibbled Soya, Sugar, Malted Barley Flour, Salt, Millet, White Vinegar, Vegetable Oils (Rapeseed, Palm), Emulsifier: Mono- and Diacetyl Tartaric Acid Esters of Mono- and Diglycerides of Fatty Acids; Preservative: Calcium Propionate; Soya Flour, Flour Treatment Agent: Ascorbic Acid.

<http://groceries.iceland.co.uk/iceland-luxury-wholemeal-seeded-farmhouse-loaf-800g/p/63731>

Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Water, Yeast, Vegetable Oils (Rapeseed, Palm), Salt, Fermented Wheat Flour, Dried Wheat Sourdough, Emulsifiers: Mono- and Diglycerides of Fatty Acids, Mono- and Diacetyl Tartaric Acid Esters of Mono- and Diglycerides of Fatty Acids, Sodium, Potassium and Calcium Salts of Fatty Acids; Palm Fat, Flour Treatment Agent: Ascorbic Acid; Wheat Starch.

<http://groceries.iceland.co.uk/iceland-luxury-sourdough-white-batch-loaf-800g/p/68870>

Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Water, Malted Wheat Flakes (11%), Yeast, Barley Malt Flour (1.5%), Vegetable Oils (Rapeseed, Palm), Wheat Protein, Salt, Wheat Gluten, Fermented Wheat Flour, Dried Wheat Sourdough, Emulsifiers: Mono- and Diacetyl Tartaric Acid Esters of Mono- and Diglycerides of Fatty Acids, Mono- and Diglycerides of Fatty Acids, Sodium, Potassium and Calcium Salts of Fatty Acids; Palm Fat, Flour Treatment Agent: Ascorbic Acid; Wheat Starch.

<http://groceries.iceland.co.uk/iceland-luxury-malted-wheat-batch-loaf-800g/p/68871>

3 White Rolls: Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Water, Yeast, Fermented Wheat Flour, Vegetable Oils (Rapeseed, Palm), Dried Durum Wheat Sourdough, Salt, Emulsifiers: Mono- and Diglycerides of Fatty Acids, Mono- and Diacetyl Tartaric Acid Esters of Mono- and Diglycerides of Fatty Acids, Sodium, Potassium and Calcium Salts of Fatty Acids; Palm Fat, Flour Treatment Agent: Ascorbic Acid; Wheat Starch.

3 Brown Rolls: Wholemeal Wheat Flour, Water, Yeast, Wheat Bran (3%), Wheat Gluten, Vegetable Oils (Rapeseed, Palm), Fermented Wheat Flour, Salt, Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Emulsifiers: Mono- and Diglycerides of Fatty Acids, Mono- and Diacetyl Tartaric Acid Esters of Mono- and Diglycerides of Fatty Acids, Sodium, Potassium and Calcium Salts of Fatty Acids; Palm Fat, Flour Treatment Agent: Ascorbic Acid; Wheat Starch.

3 Seeded Rolls: Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Mixed Seeds (25%) (Millet Seeds, Sunflower Seeds, Golden Linseed, Brown Linseed, Poppy Seeds, Pumpkin Seeds), Water, Yeast, Fermented Wheat Flour, Vegetable Oils (Rapeseed, Palm), Dried Durum Wheat Sourdough, Salt, Emulsifiers: Mono- and Diglycerides of Fatty Acids, Mono- and Diacetyl Tartaric Acid Esters of Mono- and

Diglycerides of Fatty Acids, Sodium, Potassium and Calcium Salts of Fatty Acids; Palm Fat, Flour Treatment Agent: Ascorbic Acid; Wheat Starch.

<http://groceries.iceland.co.uk/iceland-luxury-mixed-mini-rolls-9-pack/p/69016>

Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Water, Pasteurised Rye Sourdough (6%) (Water, Rye Flour, Yeast), Mixed Grains and Seeds (4%) (Rye Grains, Sunflower Seeds, Brown Linseed, Golden Linseed, Spelt Grains, Wheat Grains), Yeast, Salt, Vegetable Oils (Rapeseed, Palm), Fermented Wheat Flour, Dried Wheat Sourdough, Emulsifiers: Mono- and Diglycerides of Fatty Acids, Mono- and Diacetyl Tartaric Acid Esters of Mono- and Diglycerides of Fatty Acids, Sodium, Potassium and Calcium Salts of Fatty Acids; Palm Fat, Preservative: Potassium Sorbate; Flour Treatment Agent: Ascorbic Acid; Wheat Starch.

<http://groceries.iceland.co.uk/iceland-luxury-five-grain-and-seed-batch-loaf-800g/p/68872>

Wheat Flour, Butter (Milk) (25%), Water, Sugar, Yeast, Egg, Wheat Gluten, Salt, Emulsifier: Mono- and Diglycerides of Fatty Acids; Flour Treatment Agent: Ascorbic Acid.

<http://groceries.iceland.co.uk/iceland-luxury-4-all-butter-croissants/p/63375>

Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Water, Seed Mix (7.2%) (Brown Linseeds, Golden Linseeds, Sunflower Seeds, Pumpkin Seeds), Rapeseed Oil, Yeast, White Vinegar, Raising Agents: Diphosphates, Sodium Carbonates, Calcium Phosphates; Caramelised Sugar Syrup, Salt, Preservative: Calcium Propionate; Emulsifier: Mono- and Diacetyl Tartaric Acid Esters of Mono- and Diglycerides of Fatty Acids; Low Fat Yogurt (Milk), Flour Treatment Agent: Ascorbic Acid.

<http://groceries.iceland.co.uk/iceland-luxury-6-seeded-folded-flatbreads-210g/p/63364>

Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Pasteurised Liquid Whole Egg, Sugar, Water, Yeast, Vegetable Oils (Rapeseed, Palm), Dried Skimmed Milk, Butter (Milk), Salt, Emulsifiers: Calcium Stearoyl-2-Lactylate, Mono- and Diglycerides of Fatty Acids; Acidity Regulators: Calcium Sulphate, Citric Acid; Malted Wheat Flour, Preservative: Calcium Propionate; Fermented Wheat Flour, Colours: Curcumin, Carotenes; Flavourings, Flour Treatment Agent: Ascorbic Acid; Wheat Starch.

<http://groceries.iceland.co.uk/iceland-luxury-4-sliced-brioche-rolls-220g/p/64294>

Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Water, Mature Cheddar Cheese (6%) (Milk), Yeast, Fermented Wheat Flour, Vegetable Oils (Rapeseed, Palm), Dried Durum Wheat Sourdough, Salt, Emulsifiers: Mono- and Diglycerides of Fatty Acids, Mono- and Diacetyl Tartaric Acid Esters of Mono- and Diglycerides of Fatty Acids, Sodium, Potassium and Calcium Salts of Fatty Acids; Palm Fat, Ground White Pepper, Flour Treatment Agent: Ascorbic Acid; Wheat Starch.

<http://groceries.iceland.co.uk/iceland-luxury-cheese-topped-rolls-4-pack/p/65868>

Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Pasteurised Rye Sourdough (14%) (Water, Rye Flour, Yeast), Water, Mixed Grains and Seeds (9%) (Rye Grains, Sunflower Seeds, Brown Linseed, Golden Linseed, Spelt Grains, Wheat Grains), Vegetable Oils (Rapeseed, Palm), Yeast, Salt, Fermented Wheat Flour, Emulsifiers: Mono- and Diglycerides of Fatty Acids, Mono- and Diacetyl Tartaric Acid Esters of Mono- and Diglycerides of Fatty Acids, Sodium, Potassium and Calcium Salts of Fatty Acids; Wheat Gluten, Palm Fat, Flour Treatment Agent: Ascorbic Acid; Wheat Starch.

<http://groceries.iceland.co.uk/iceland-luxury-five-grain-and-seed-rolls-4-pack/p/65867>

Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Water, Extra Virgin Olive Oil (3.5%), Fermented Wheat Flour, Salt, Yeast, Malted Wheat Flour, Wheat Starch.

<http://groceries.iceland.co.uk/iceland-luxury-4-panini-rolls-340g/p/65783>

http://groceries.iceland.co.uk/bakery/bread/luxury-range?cp=2017_c4p1&ctt=pod4&cto=bakery

Wheat Flour, Butter (Milk) (25%), Chocolate (13%) (Sugar, Cocoa Mass, Cocoa Butter, Emulsifier: Soya Lecithins), Sugar, Yeast, Wheat Gluten, Water, Salt, Egg, Emulsifier: Mono- and Diglycerides of Fatty Acids; Flour Treatment Agent: Ascorbic Acid.

<http://groceries.iceland.co.uk/iceland-luxury-4-all-butter-pains-au-chocolat-200g/p/63422>

Wheat Flour, Water, Butter (Milk) (14%), Chocolate Chips (11%) (Sugar, Cocoa Mass, Cocoa Butter, Emulsifier: Soya Lecithins), Sugar, Sweet Powder Dusting (Dextrose, Corn Flour, Palm Oil), Modified Potato Starch, Yeast, Dried Skimmed Milk, Wheat Gluten, Vegetarian Whey Powder (Milk), Salt, Egg, Gelling Agents: Calcium Phosphates, Sodium Alginate, Diphosphates; Flavouring, Emulsifier: Mono- and Diglycerides of Fatty Acids; Flour Treatment Agent: Ascorbic Acid; Colour Carotenes.

<http://groceries.iceland.co.uk/iceland-luxury-2-butter-puff-pastry-chocolate-twists-180g/p/63373>

Wheat Flour, Water, Butter (Milk) (18%), Sultanas (11%), Sugar, Modified Potato Starch, Yeast, Dried Skimmed Milk, Wheat Gluten, Salt, Vegetarian Whey Powder (Milk), Gelling Agents: Calcium Phosphates, Sodium Alginate, Diphosphates; Pea Protein, Colour: Carotenes; Flavouring, Emulsifier: Mono- and Diglycerides of Fatty Acids; Glucose Syrup, Rice Flour, Flour Treatment Agent: Ascorbic Acid.

<http://groceries.iceland.co.uk/iceland-luxury-2-butter-puff-pastry-pains-aux-raisins-160g/p/63374>

Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Water, Red Onion (9%), Vegetarian Extra Mature Cheddar Cheese (7%) (Milk), Extra Virgin Olive Oil (6%), Yeast, Salt, Concentrated Lemon Juice, Malted Wheat Flour, Emulsifiers: Mono- and Diglycerides of Fatty Acids, Mono- and Diacetyl Tartaric Acid Esters of Mono- and Diglycerides of Fatty Acids; Black Pepper.

<http://groceries.iceland.co.uk/iceland-luxury-4-mature-cheddar-and-red-onion-focaccia/p/65781>

Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Water, Extra Virgin Olive Oil (4%), Fermented Wheat Flour, Salt, Malted Wheat Flour, Yeast, Wheat Starch.

<http://groceries.iceland.co.uk/iceland-luxury-handcrafted-ciabatta-270g/p/65871>

Wheat Flour (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Pasteurised Liquid Whole Egg, Sugar, Water, Yeast, Vegetable Oils (Rapeseed, Palm), Dried Skimmed Milk, Butter (Milk), Salt, Emulsifiers: Calcium Stearoyl-2-Lactylate, Mono- and Diglycerides of Fatty Acids; Acidity Regulators: Calcium Sulphate, Citric Acid; Malted Wheat Flour, Preservative: Calcium Propionate; Fermented Wheat Flour, Colours: Curcumin, Carotenes; Flavourings, Flour Treatment Agent: Ascorbic Acid; Wheat Starch.

<http://groceries.iceland.co.uk/iceland-luxury-4-sliced-brioche-hotdog-rolls-220g/p/64295>

Correspondence

[submitted 10 July 2017 via Iceland website contact form]

Hi,

Referring to your new 'Luxury' range, the bakery page of your website states: 'Crafted using only the highest quality ingredients, these new luxury breads have been created using a slow dough method (typically know as sour dough) [sic.] to create rich, intense flavours. During this process, the ingredients can ferment for up to 16 hours and although this may take a little longer, the wholesome, greater flavours are worth the wait...' <http://groceries.iceland.co.uk/bakery>

Which of the products in this range have a fermentation time of 16 hours or more? How many proving/fermentation stages are used and what is the breakdown of the total fermentation time – ie how

many hours each for the preferment (made using a live sourdough starter culture and a percentage of the flour and water), for the bulk fermentation, and for the final proof (and any intermediary proving stages)? Have any other added enzymes or other substances been used but not declared on the ingredients listing having been deemed to be 'processing aids' and if so what are they?

I note that the list of 16 declared ingredients and additives in the 'Luxury White Sourdough Batch includes dried wheat sourdough and baker's yeast – is this actually a yeasted loaf in which the powder and fermented wheat flour merely act as flavourings?

[No reply was ever received]

On 12 July 2017, @realbread tweeted: We submitted a query on this range via your website on Monday. Roughly when can we expect a full reply? <https://twitter.com/RealBread/status/885054414326771712>

On 16 August 2017, @IcelandFoods replied: Hi there, a proportion of the dough has been fermented for 16-24 hours this is 15% on flour. (1/3) The yeast is there for the final rise to give a lighter texture. Our dough is made on traditional spiral mixers (2/3) for a total time of 11 mins. Once mixed the bulk ferment is 30 mins and main proof is 2 hours after being moulded (3/3)

<https://twitter.com/IcelandFoods/status/897765888476291073>

<https://twitter.com/IcelandFoods/status/897766047318716416>

<https://twitter.com/IcelandFoods/status/897766232233054208>