

From: Chris Young
Sent: 19 June 2015 11:59
To: pret@service-now.com
Subject: Will Pret be a Real Bread leader?

FAO Clive Schlee

Dear Mr. Schlee,

The Real Bread Campaign is part of the food and farming charity Sustain. Two of our main areas of interest are additive-free loaves, and full transparency and honesty in the promotion and labelling of all products marketed as 'bread'.

We would love to be able to celebrate a high-profile national sandwich chain leading the way on these issues, and as Pret a Manger continually promotes values that we share, we are hoping that yours might be that company.

For several years, we have seen that Pret's advertising and other marketing of its sandwiches etc. relies heavily on repeated emphasis that the company only sells 'natural', 'freshly made' products, not 'factory stuff'. You also market certain baguettes as 'artisan'.

Currently, however, we believe that:

- certain loaves, baguettes and tortillas in Pret's range are manufactured using a number of artificial additives.
- none is freshly made from scratch at any Pret outlet.
- Pret does not display this information on its packaging, labelling, point of sale information material or website.
- the 'artisan' baguettes are not made by artisan bakeries, by skilled artisan bakers, or even using the same techniques and methods an artisan baker uses.

Please correct me if any of the above is not the case.

Otherwise, the Real Bread Campaign would be keen to know if Pret will agree to:

1. Give a commitment and timeline for the removal all artificial additives (and any undeclared processing aids) from the loaves, baguettes, tortillas it uses.
2. Be more honest and transparent than the current law requires by displaying clearly the *full* list of *all* ingredients, additives and any processing aids for each of these products on packaging, labelling or point of sale material such as posters or shelf labels.
3. not stating or implying that any product made using artificial additives or processing aids is 'natural'.
4. not stating or implying that any bake off product is 'fresh' or 'freshly baked'.
5. withdrawing claims of not serving factory food unless it starts purchasing small, independent, Real Bread bakeries, or baking all loaves, wraps, baguettes etc from scratch in each outlet.
6. only use 'artisan' or 'artisanal' in naming and marketing a sandwich if it is made using Real Bread produced by skilled craftspeople in a micro or small-batch enterprise from start to finish on one site, using only traditional ingredients and mainly manual methods.

Thank you in advance for taking the time to read and respond to this. We look forward to hearing from you.

Yours sincerely,

Chris Young