



## Walnut and Blue Steel sourdough

Real Bread crafted using a live starter and local Blue Steel cheese, proved overnight, hand-shaped and baked in a wood-fired oven.



**Ingredients** (allergens in bold): White **wheat** flour (with calcium, iron, niacin and thiamine added by law), water, blue cheese (**cow's milk**, rennet, salt), **walnuts**

#realbread

Best before 12 Jan 25

500g

### Real Bread Campaign notes on unwrapped loaf labelling/signage

For loaves that are sold unwrapped (which includes unsealed bags) or 'prepacked for direct sale' (ie in sealed bags to sell at the bakery or the baker's own farmers' market stall), by law the retailer has to display the following, either at point of sale (on a shelf ticket or blackboard, for example) on a bag/wrapper label:

- **Name** of the product (eg wholemeal cob)
- **Presence of allergens.** This information can be given verbally but you still must display a notice to say how people obtain it. Note that simply stating 'may contain...' is no longer sufficient.
- **Weight** of the loaf, unless it is either 400g or 800g – therefore you **MUST** show the weight of loaves that are 500g, 1kg etc.

### Extra information

In addition, the Campaign encourages *all* bakeries and loaf retailers to display the following for *all* loaves:

- **The bakery logo** or at least name – credit where it's due!
- **Ingredients:** If you list one ingredient, you must list them all, including the 'fortificants' in white flour
- **Description:** What makes this loaf special? What's the true story that will sell it to a potential customer?
- **Best before (rather than use by) date:** How long usually before this loaf will be stale? To reduce customer wastage, WRAP guidance suggests you also add a note along the lines of: 'Do not store in the fridge. Store in a cool, dry place away from direct sunlight and once opened, reseal the bag – to keep fresher for longer. A cupboard or bread bin is ideal. Alternatively, slice and freeze as soon as possible. You can toast slices of bread direct from the freezer, or defrost at room temperature. Best within X months of freezing. Once defrosted, do not refreeze.'
- **A Real Bread Campaign logo** (when and if applicable): For example The Real Bread Loaf Mark, if you have signed up to the scheme. Paid-up Campaign supporters can also use the Sourdough September, Real Bread Week and Proud to support... logos.
- **Social media handles / hashtags:** If you're into that kind of thing. If you craft loaves that people are always photographing and posting online, this can be great free advertising.

**NB** you can only use the O word if the bakery has organic certification, wholemeal if all the flour is wholemeal and the trademark Granary if using that brand of flour. Sourdough is not yeast free.

### Read more

- [www.sustainweb.org/realbread/bakers\\_support/](http://www.sustainweb.org/realbread/bakers_support/)
- [www.sustainweb.org/realbread/real\\_bread\\_loaf\\_mark/](http://www.sustainweb.org/realbread/real_bread_loaf_mark/)
- [www.artisanfoodlaw.co.uk/bread-bakery](http://www.artisanfoodlaw.co.uk/bread-bakery)

This is an unofficial guide. For official advice on bread labelling and marketing, contact the trading standards department of your local authority. Other sources of guidance include Defra, the Food Standards Agency and WRAP.

[www.food.gov.uk/enforcement/regulation/](http://www.food.gov.uk/enforcement/regulation/)

[www.food.gov.uk/sites/default/files/multimedia/pdfs/publication/loosefoodsleaflet.pdf](http://www.food.gov.uk/sites/default/files/multimedia/pdfs/publication/loosefoodsleaflet.pdf)

[www.gov.uk/government/policies/food-and-farming-industry](http://www.gov.uk/government/policies/food-and-farming-industry)

[www.gov.uk/guidance/food-labelling-giving-food-information-to-consumers](http://www.gov.uk/guidance/food-labelling-giving-food-information-to-consumers)

[www.food.gov.uk/enforcement/regulation/fir/labelling](http://www.food.gov.uk/enforcement/regulation/fir/labelling)

[www.food.gov.uk/business-industry/allergy-guide/fir-2014-guidance-scotland-wales-ni](http://www.food.gov.uk/business-industry/allergy-guide/fir-2014-guidance-scotland-wales-ni)

[www.wrap.org.uk/food-date-labelling?utm\\_source=PR&utm\\_medium=media-wrap&utm\\_campaign=date-labelling](http://www.wrap.org.uk/food-date-labelling?utm_source=PR&utm_medium=media-wrap&utm_campaign=date-labelling)

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