

Industrial 'wholemeal' loaves

The following were retrieved by the Real Bread Campaign from manufacturers/retailers websites on 14 March 2018. The lists do not include any additives that the manufacturer has deemed to be so-called 'processing aids'.

Non-wheat flours, refined wheat flour and wheat flour products **highlighted in red**.

www.realbreadcampaign.org

ASDA Baker's Selection Square Cut Medium Wholemeal Bread: Wholemeal Wheat Flour , Water , **Wheat Protein**, Yeast , Vegetable Oils [Rapeseed Oil, Palm Oil] , Salt , Spirit Vinegar , **Soya Flour** , Caramelised Sugar , Mono- and Diacetyl Tartaric Acid Esters of Mono- and Diglycerides of Fatty Acids , Calcium Propionate, Ascorbic Acid

<https://groceries.asda.com/product/wholemeal-bread/asda-bakers-selection-square-cut-medium-wholemeal-bread/910002989489>

ASDA Extra Special Farmhouse Wholemeal & Rye Bread: Wholemeal Wheat Flour (56%) , Water , **Rye Flour** (3.4%) , **Wheat Protein** , Yeast , **Malted Barley Flour**, **Soya Flour** , **Fermented Wheat Flour** , Vegetable Oils [Rapeseed Oil, Palm Oil] , Wheat Bran , **Fortified Wheat Flour** [Wheat Flour, Calcium Carbonate, Iron, Niacin (B3), Thiamin (B1)] , Salt , Sugar Molasses , Spirit Vinegar, Flour Treatment Agent (Ascorbic Acid) .

<https://groceries.asda.com/product/wholemeal-bread/asda-extra-special-farmhouse-wholemeal-rye-bread/910003041844>

ASDA Wholemeal Toastie: Wholemeal Wheat Flour , Water , **Wheat Protein** , Yeast , Vegetable Oils and Fat [Rapeseed Oil, Palm Oil, Palm Fat] , Salt , Spirit Vinegar , **Soya Flour** , Caramelised Sugar , Emulsifier (Mono- and Diacetyl Tartaric Acid Esters of Mono- and Diglycerides of Fatty Acids) , Preservative (Calcium Propionate) , Flour Treatment Agent (Ascorbic Acid) .

<https://groceries.asda.com/product/wholemeal-bread/asda-wholemeal-toastie/1000002365776>

Hovis Wholemeal Farmhouse: Wholemeal Flour (Wheat), Water, Yeast, Caramelised Sugar, Salt, **Wheat Flour** (with added Calcium, Iron, Niacin, Thiamin), **Soya Flour**, **Wheat Gluten**, Emulsifiers: E471, E472e, E481; Preservative: E282, Vegetable Fat (Palm, Rapeseed), Flour Treatment Agent: Ascorbic Acid.

www.hovis.co.uk/our-range/Farmhouse#wholemeal

Hovis Wholemeal: Wholemeal Flour (Wheat), Water, Caramelised Sugar, Yeast, **Wheat Protein**, **Soya Flour**, Salt, **Wheat Flour** (with added Calcium, Iron, Niacin, Thiamin), Emulsifiers: E471, E472e, E481; Preservative: E282, Vegetable Fat (Palm, Rapeseed), Flour Treatment Agent: Ascorbic Acid.

www.hovis.co.uk/our-range/wholemeal#wholemeal

Hovis Wholemeal & Tasty Spelt: Wholemeal Flour (Wheat), Water, **Spelt Wheat Flakes** (6%), Wheatgerm, **Wheat Protein**, Yeast, **Soya Flour**, Caramelised Sugar, Salt, Emulsifiers: E471, E472e, E481; Preservative: E282, **Wheat Flour** (with added Calcium, Iron, Niacin, Thiamin), Vegetable Fat (Rapeseed, Palm), Flour Treatment Agent: Ascorbic Acid.

www.hovis.co.uk/our-range/wholemeal#wholemeal-tasty-spelt

Hovis Nimble Wholemeal: Wholemeal Flour (Wheat), Water, Yeast, **Wheat Protein**, Salt, **Soya Flour**, Vinegar, **Malted Wheat**, **Toasted Wheat**, Emulsifier: E472e, **Malted Barley Flour**, Caramelised Sugar, Vegetable Fat (Rapeseed, Palm), **Wheat Flour** (with added Calcium, Iron, Niacin, Thiamin), Preservative: E282, Flour Treatment Agent: Ascorbic Acid.

www.hovis.co.uk/our-range/nimble#wholemeal

Hovis Granary Wholemeal: Wholemeal Flour (Wheat), Water, Seeded Granary Blend (12%) (**Malted Wheat Flakes** (3%), **Toasted Wheat Flakes** (3%), **Toasted Rye Flakes** (3%), **Malted Barley Flour**, Golden Linseed, Poppy Seed, Millet Seeds, Sunflower Seeds, Brown Linseed, **Barley Flakes**), **Wheat Protein**,

Caramelised Sugar, Yeast, **Soya Flour**, Salt, Vinegar, Emulsifiers: E472e, E481; **Barley Flour**, **Wheat Flour** (with added Calcium, Iron, Niacin, Thiamin), Barley Fibre, Flour Treatment Agent: Ascorbic Acid.

www.hovis.co.uk/our-range/granary#granary-wholemeal

Hovis Lower Carb Wholemeal: Water, Wholemeal Flour (Wheat), **Wheat Protein**, Vegetable Fibre (Inulin), Wheat Fibre, Yeast, **Soya Flour**, Caramelised Sugar, Wheat Bran, Vegetable Fat (Palm, Rapeseed), Wheatgerm, Salt, **Wheat Flour** (with added Calcium, Iron, Niacin, Thiamin), **Malted Barley Flour**, Emulsifiers: E472e, E481; Flavouring, Preservative: E282, Rye Flour, Dextrose, Flour Treatment Agent: Ascorbic Acid.

www.hovis.co.uk/our-range/Lower-Carb#

Hovis Best of Both: **Wheat Flour** (with added Calcium, Iron, Niacin, Thiamin), Water, Wheatgerm (5%), Calcium Sulphate, Yeast, Salt, Vegetable Fibre (Inulin), **Wheat Protein**, **Soya Flour**, Preservative: E282, Emulsifier: E472e, Flour Treatment Agent: Ascorbic Acid.

www.hovis.co.uk/our-range/best-of-both#best-of-both

[This product is marketed with the front-of-pack claim: 'Twice the wheatgerm of wholemeal bread']

Kingsmill Wholemeal: Wholemeal Wheat Flour, Water, **Kibbled Malted Wheat** (4%), Sugar, **Wheat Protein**, Yeast, Salt, Vegetable Oils (Rapeseed, Sustainable Palm), **Malted Barley Flour**, Emulsifiers: E471, E472e; Vinegar, **Soya Flour**, Preservative: Calcium Propionate (added to inhibit mould growth); Flour Treatment Agent: Ascorbic Acid

www.kingsmillbakery.co.uk/our-products/wholemeal

Kingsmill No Crusts Wholemeal: Wholemeal **Wheat** Flour, Water, **Wheat** Protein, Yeast, **Fermented Wheat Flour**, Salt, Malted **Barley** Flour, Emulsifiers: E472e, E481, **Soya** Flour, Molasses Sugar, Vegetable Oils (Rapeseed, Sustainable Palm), Vinegar, Flour Treatment Agent: Ascorbic Acid (Vitamin C), With 62% Whole Grain (**Wholemeal Wheat** Flour, Malted **Barley** Flour)

www.kingsmillbakery.co.uk/our-products/no-crusts-wholemeal

Morrisons Wholemeal Medium Loaf / Morrisons Wholemeal Toastie Loaf: Wholemeal Wheat Flour, Water, Salt, Yeast, Calcium Propionate, **Soya Flour**, Mono- and Diacetyltartaric Acid Esters of Mono- and Diglycerides of Fatty Acids, **Wheat Flour**, Ascorbic Acid, Folic Acid

<https://groceries.morrisons.com/webshop/product/Morrisons-Wholemeal-Medium-Loaf/114327011>

Morrisons Medium Wholemeal Loaf: Wholemeal Wheat Flour, Water, Salt, Yeast, **Soya Flour**, Calcium Propionate, Mono- and Diacetyltartaric Acid Esters of Mono- and Diglycerides of Fatty Acids, **Wheat Flour**, Ascorbic Acid, Folic Acid

<https://groceries.morrisons.com/webshop/product/Morrisons-Medium-Wholemeal-Loaf/211118011?from=shop&tags=%7C105651%7C102210%7C165657%7C165653&parentContainer=%7C102210%7C165657%7C165653>

Morrisons The Best Wholemeal Sunflower Seed & Spelt Farmhouse: Wholemeal Wheat Flour, Water, Sunflower Seeds (5%), Wholemeal Spelt Flour (Wheat) (3%), Yeast, **Wheat Gluten**, **Cut Wheat**, **Cut Rye**, Salt, Sugar, **Fermented Wheat Flour**, **Wheat Flour**, Palm Oil, Palm Fat, Rapeseed Oil, Emulsifier (Mono- and Diglycerides of Fatty Acids, Mono- and Diacetyltartaric Acid Esters of Mono- and Diglycerides of Fatty Acids), **Soya Flour**, Wheatgerm, **Rye Flour**, **Malted Barley Flour**, Flour Treatment Agent (Ascorbic Acid)

<https://groceries.morrisons.com/webshop/product/Morrisons-The-Best-Wholemeal-Sunflower-Seed--Spelt-Farmhouse/336947011?from=search&tags=%7C105651¶m=wholemeal+bread&parentContainer=SEARChwholemeal+bread>

Roberts Classic Wholemeal: Wholemeal Wheat Flour, Water, Yeast, Salt, Emulsifiers: E472e, E471 (from sunflower and palm), **Soya Flour**, Preservative: Calcium Propionate (to inhibit mould growth), Rapeseed Oil, Flour Treatment Agent: Ascorbic Acid

www.robertsbakery.co.uk/products/medium-wholemeal/?range=family-classics

Roberts Heroic Wholemeal Bloomer: Wholemeal Wheat Flour, Water, Wholemeal Spelt Wheat Flour (9%), Yeast, **Barley Malt Flour** (2%), Dark Muscovado Sugar (contains Sugar, Cane Molasses, Colour: E150a), Salt, **Wheat Flour** (with added calcium, iron, niacin and thiamine), Emulsifiers: E472e, E471 (from sunflower and palm), **Wheat Gluten**, **Soya Flour**, Preservative: Calcium Propionate (to inhibit mould growth), Rapeseed Oil, Flour Treatment Agent: Ascorbic Acid
www.robertsbakery.co.uk/products/heroic-wholemeal-bloomer/?range=modern-artisan

Sainsbury's Wholemeal Medium Sliced Bread: Wholemeal Wheat Flour, Water, **Wheat Gluten**, Yeast, Rapeseed Oil, Salt, Spirit Vinegar, **Soya Flour**, Caramelised Sugar, Mono- and Diacetyl Tartaric Acid Esters of Mono- and Diglycerides of Fatty Acids; Calcium Propionate; Palm Oil, Ascorbic Acid
www.sainsburys.co.uk/shop/gb/groceries/wholemeal-brown-bread/sainsburys-wholemeal-bread--medium-sliced-800g

Sainsbury's Basics Medium Sliced Wholemeal Bread: British Wholemeal Wheat Flour, Water, Yeast, Spirit Vinegar, Salt, **Wheat Gluten**, Rapeseed Oil, **Soya Flour**, Emulsifier: Mono- and Diacetyl Tartaric Acid Esters of Mono- and Diglycerides of Fatty Acids; Palm Oil, Flour Treatment Agent: Ascorbic Acid.
www.sainsburys.co.uk/shop/gb/groceries/wholemeal-brown-bread/sainsburys-medium-wholemeal-bread--basics-800g

Sainsbury's Taste The Difference Thick Slice Wholemeal Bread: Wholemeal Wheat Flour, Water, Sunflower Seeds (6%), Brown Linseed (4%), Millet (3%), **Wheat Gluten**, Yeast, Poppy Seed (2%), Sugar, Rapeseed Oil, Salt, **Soya Flour**, **Fermented Wheat Flour**, **Malted Wheat and Malted Barley Flours**, Spirit Vinegar, **Rye Flour**, Palm Oil, Flour Treatment Agent: Ascorbic Acid.
www.sainsburys.co.uk/shop/gb/groceries/wholemeal-brown-bread/sainsburys-multi-seeded-wholemeal-bread--taste-the-difference-800g

Sainsbury's SO Organic Thick Sliced Wholemeal Bread: Wholemeal Wheat Flour (59%), Water, Yeast, Sunflower Oil, Wheat Bran, **Wheat Gluten**, Sugar, Spirit Vinegar, Sea Salt, **Fortified Wheat Flour** (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), **Wheat Flour**, Flour Treatment Agent: Ascorbic Acid.
www.sainsburys.co.uk/shop/gb/groceries/wholemeal-brown-bread/sainsburys-wholemeal-bread--so-organic-800g

Sainsbury's SO Organic Multiseeded Thick Sliced Wholemeal Bread: Wholemeal British Wheat Flour (48%), Water†, Mixed Seeds (19%): Sunflower Seeds, Millet, Golden Linseed, Poppy Seed, **Wheat Gluten**, Sunflower Oil, Yeast†, Sea Salt†, Sugar, Spirit Vinegar, **Wheat Flour**, **Fortified British Wheat Flour** (Wheat Flour, Calcium Carbonate†, Iron†, Niacin†, Thiamin†), Flour Treatment Agent: Ascorbic Acid†, † Permitted Non Organic Ingredient
www.sainsburys.co.uk/shop/gb/groceries/wholemeal-brown-bread/sainsburys-multiseeded-wholemeal-bread--so-organic-400g

Tesco Wholemeal Medium Sliced: Wholemeal Wheat Flour, Water, **Wheat Gluten**, Yeast, Rapeseed Oil, Salt, Spirit Vinegar, **Soya Flour**, Rapeseed Oil, Calcium Sulphate, Water, Palm Oil, Enzymes, Sunflower Lecithins, Polyglycerol Polyricinoleate, Carnauba Wax, Linseed Oil, Glyceryl Triacetate, Mono- and Di-Glycerides of Fatty Acids, Acetic Acid, Tocopherol-Rich Extract, Caramelised Sugar, Mono- and Di-Acetyl Tartaric Acid Esters of Mono- and Di-Glycerides of Fatty Acids, Calcium Propionate, Palm Oil, Ascorbic Acid
www.tesco.com/groceries/en-GB/products/288407096

Tesco Wholemeal Toastie: Wholemeal Wheat Flour, Water, **Wheat Gluten**, Yeast, Rapeseed Oil, Salt, Spirit Vinegar, **Soya Flour**, Caramelised Sugar, Emulsifier (Mono- and Di-Acetyl Tartaric Acid Esters of Mono- and Di-Glycerides of Fatty Acids), Preservative (Calcium Propionate), Palm Oil, Flour Treatment Agent (Ascorbic Acid)
www.tesco.com/groceries/en-GB/products/299045593

Tesco Stay Fresh Wholemeal Bread: Wholemeal Wheat Flour, Water, Yeast, **Wheat Gluten**, Salt, **Soya Flour**, Molasses, Preservatives (Calcium Propionate, Sorbic Acid), Rapeseed Oil, Spirit Vinegar,

Emulsifiers (Mono- and Di-Acetyl Tartaric Acid Esters of Mono- and Di-Glycerides of Fatty Acids, Mono- and Di-Glycerides of Fatty Acids), Sugar, Flour Treatment Agent (Ascorbic Acid), Palm Oil

www.tesco.com/groceries/en-GB/products/288390303

Tesco Finest Wholemeal With Wheatgerm Cob: Wholemeal Wheat Flour, Water, Wheatgerm (3%), Yeast, **Wheat Gluten**, **Fermented Wheat Flour**, **Barley Malt Flour**, Salt, Spirit Vinegar, **Oat Bran**, Emulsifiers (Mono- and Di-Glycerides of Fatty Acids, Mono- and Di-Acetyltartaric Esters of Mono- and Di-Glycerides of Fatty Acids), Palm Oil, Rapeseed Oil, Flour Treatment Agent (Ascorbic Acid)

www.tesco.com/groceries/en-GB/products/291376410

Tesco Wholemeal Farmhouse Loaf: Wholemeal Wheat Flour, Water, Yeast, **Wheat Gluten**, **Malted Barley Flour**, **Fermented Wheat Flour**, Salt, **Wheat Flour** (Wheat Flour, Calcium Carbonate, Iron, Niacin, Thiamin), Rapeseed Oil, Spirit Vinegar, **Dried Wheat Flour**, Emulsifier (Mono- and Di-Acetyl Tartaric Acid Esters of Mono- and Di-Glycerides of Fatty Acids), **Soya Flour**, Palm Oil, Flour Treatment Agent (Ascorbic Acid)

www.tesco.com/groceries/en-GB/products/297937860

Essential Waitrose Wholemeal Medium Sliced Bread: Wholemeal wheat flour, water, yeast, **wheat gluten**, salt, spirit vinegar, emulsifiers (mono- and diacetyl tartaric acid esters of mono- and diglycerides of fatty acids, mono- and diglycerides of fatty acids), **fermented wheat flour**, flour treatment agent (ascorbic acid).

www.waitrose.com/ecom/products/essential-waitrose-wholemeal-medium-sliced-bread/055051-27670-27671

Waitrose LoveLife Stoneground Wholemeal Medium (and Thick) Sliced Bread: Stoneground wholemeal wheat flour, water, **fermented wheat flour**, **wheat gluten**, yeast, spirit vinegar, salt, rapeseed oil, mono- and diglycerides of fatty acids, mono- and diacetyl tartaric acid esters of mono- and diglycerides of fatty acids, sodium stearoyl-2-lactylate, palm oil, ascorbic acid

www.waitrose.com/ecom/products/waitrose-lovelife-stoneground-wholemeal-thick-sliced-bread/055044-27657-27658

Waitrose Duchy Organic Wholemeal Batch: Wholemeal wheat flour, water, sunflower oil, yeast, sugar, **wheat gluten**, sea salt, spirit vinegar, **fortified wheat flour** (wheat flour, calcium carbonate, iron, niacin, thiamine)*, **wheat flour**, ascorbic acid

www.waitrose.com/ecom/products/waitrose-duchy-organic-wholemeal-batch/582519-357382-357383

Warburtons Wholemeal Medium: Wholemeal Wheat Flour, Water, Yeast, Salt, Vegetable Oil (Rapeseed, Sustainable Palm), **Wheat Gluten**, Emulsifiers: E471, E481, E472e; **Soya Flour**, Preservative: Calcium Propionate; Flour Treatment Agent: Ascorbic Acid

www.warburtons.co.uk/products/bread/wholemeal-brown/400g-wholemeal-medium

Warburtons 4 High Protein Wholemeal Thins: Wholemeal Wheat Flour, Water, Pulse Blend (10%) (**Navy Bean Flour**, **Chickpea Flour**, **Pea Protein**, **Pea Fibre**), **Wheat Protein**, Yeast, Vegetable Oil (Rapeseed, Sustainable Palm), Salt, **Malted Barley Flour**, **Soya Flour**, Emulsifiers: E471, E481; **Wheat Flour** [with Calcium, Iron, Niacin (B3) and Thiamin (B1)], Stabiliser: Xanthan Gum; Preservative: Calcium Propionate; Gelling Agent: E466; Flour Treatment Agents: Ascorbic Acid, E920 (Vegetarian)

www.warburtons.co.uk/products/bagels-wraps-thins-pittas/thins/4-protein-thins

Warburtons Stoneground Wholemeal Batch: Stoneground Wholemeal Wheat Flour, Water, Yeast, Salt, Vegetable Oil (Rapeseed, Sustainable Palm), **Wheat Gluten**, **Wheat Flour** [with Calcium, Iron, Niacin (B3) and Thiamin (B1)], Emulsifier: E481; **Soya Flour**, Preservative: Calcium Propionate; Flour Treatment Agent: Ascorbic Acid

www.warburtons.co.uk/products/bread/wholemeal-brown/800g-stoneground-wholemeal-batch