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

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).

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).

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

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

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

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

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

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

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

Roberts Classic Wholemeal: Wholemeal Wheat Flour, Water, Yeast, Salt, Emulsifiers: E472e, E481 (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

www.sainsburys.co.uk/shop/gb/groceries/wholemeal-brown-bread/sainsburys-medium-wholemeal-bread--basics-800g

www.sainsburys.co.uk/shop/gb/groceries/wholemeal-brown-bread/sainsburys-multi-seeded-wholemeal-bread--taste-the-difference-800g

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

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.warburtons.co.uk/products/bread/wholemeal

**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-Acetyl Tartaric Acid 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


**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