

Food Labelling for Bakers

This leaflet covers

- The labelling of bread, cakes and savoury products, meat pies and sausage rolls which are:

- displayed for sale in a loose or unwrapped state; or
- pre-packed for sale on those same premises: or
- pre-packed for sale, by the packer, from his market stalls or mobile vehicles (and in the case of bread, cakes and flour confectionery, any other premises of his trading under the same name).

This leaflet does not cover

- items pre-packed for the sale from premises other than those mentioned above;
- catering and take-away food.

General labelling requirements

- **Irradiation** - food or ingredients that have been irradiated must be declared and labelled "irradiated" or "treated with ionising radiation".
- **Genetic modification** - if any of the food contains genetically modified maize or soya, it must either be labelled "produced from genetically modified maize/soya", or this statement must appear on a notice, label, or ticket near the food.

Bread labelling

Name of bread

Bread, made from wheat flour and other than white bread, must have a notice on it that clearly and conspicuously tells customers which type it is, for example:

- brown bread;
- wheatgerm bread (must contain 10% added wheatgerm);
- wholemeal bread (all the flour used must be wholemeal);
- soda bread, etc.

It is now illegal to use the name 'wheatmeal bread'.

Brand names such as 'Hovis' and 'Granary' are insufficient on their own.

Other types of bread where the flour is not wholly wheat flour must be appropriately described, e.g. rye bread.

Additives in bread

Bread, including white bread, which contains any of the following types of additive:

- antioxidants,
- sweeteners,
- colours,
- flavour enhancers,
- flavourings,
- preservatives,
- flour treatment agents

must have a notice that clearly and conspicuously tells customers which of those types of additives are present in that bread. It is sufficient to state the type of additive; you need not specify its full name or 'E' number.

The responsibility for additive labelling rests with the retailer, who must get this information from the supplier. It is no excuse to say "I didn't know". Most kinds of bread will contain some of these types of additives.

Cake and flour confectionery labelling

Names of cakes

Generally, cakes are not required to be labelled with their name. However, if you choose to do so you must ensure that the description is true and accurate. For example:

- It is important to realise that the words 'flavoured' and 'flavour' have very different meanings, e.g. vanilla flavoured icing derives its flavour only from real vanilla, but vanilla flavour icing is synthetically flavoured. If neither word is used, e.g. Vanilla Slice, the flavour must be only from natural vanilla.
- The cream in Cream Cakes must be wholly dairy cream. If any artificial or imitation cream is used, the name of the cake must be qualified accordingly.
- Imitation cream and imitation chocolate must not be described as cream or creme, chocolate or choc.

Additives in cakes

If cakes contain any additive of the types listed above for bread, either:

- there must be a specific notice on them clearly and conspicuously telling the customers which of those types of additives are present in those particular cakes; OR
- the shop must display a general notice (see example below) in a prominent position near the food, telling customers that cakes sold there may contain such additives.

Food Labelling Regulations 1996

Customers are advised that some of the cakes and flour confectionery sold on these premises may contain one, or more, of the following types of additives:

**Antioxidants
Flavour Enhancers
Sweeteners**

**Colours
Flavourings
Preservatives**

Labelling of savoury products, meat pies and sausage rolls

If you sell savoury products, meat pies and/or sausage rolls, they must be labelled with the name of the food and a declaration of the categories of any additives that they contain. You must also make a QUID declaration of the amount of meat in most meat products. This should be declared for each type of meat, e.g. "chicken and vegetable pie - contains 7% chicken". Please see our leaflet on 'Meat Products: Compositional Standards' for more detail on this, and for a list of products that don't require such a declaration.

This leaflet is not an authoritative interpretation of the law and is intended only for guidance.