



Ultra Processed Foods

The definition albeit not a legal definition of Ultra Processed food (UPF) is a food that has 5 or more ingredients.

We recognise both consumers' and the media concern for food safety, however, the level of processing used is not a measure of a food's nutritional content or whether it is healthy or unhealthy.

The number of ingredients does not define how healthy a food is.

We would hope that the negative classification of all packaged bread as 'ultra-processed' would not deter our consumers accessing the available and affordable key nutrients that bread provides.

We believe our bread products are as healthy and nutritious as they have always been.

We clearly label all the ingredients used in our bakery products.

If you have any queries or concerns, please contact our customer care department via the details on this website.