

## WHAT'S ON AUSTRALIAN SUPERMARKET SHELVES IN 2017?

### Bread and a balanced diet:

Bread has long been an important part of most Australians' diets, with 76% of us eating it each day.<sup>1</sup>

Boasting a wide range of nutrients, bread is also a nutritious food. In fact, grain foods like bread contain more than 26 different natural substances that keep us healthy, such as fibre, B-group vitamins, folate, thiamin, zinc, vitamin E and antioxidants. And when paired with other healthy additions like lean meat, dairy foods, fruit and vegetables, nuts and seeds, bread can play a key role in healthy eating.<sup>2-8</sup>

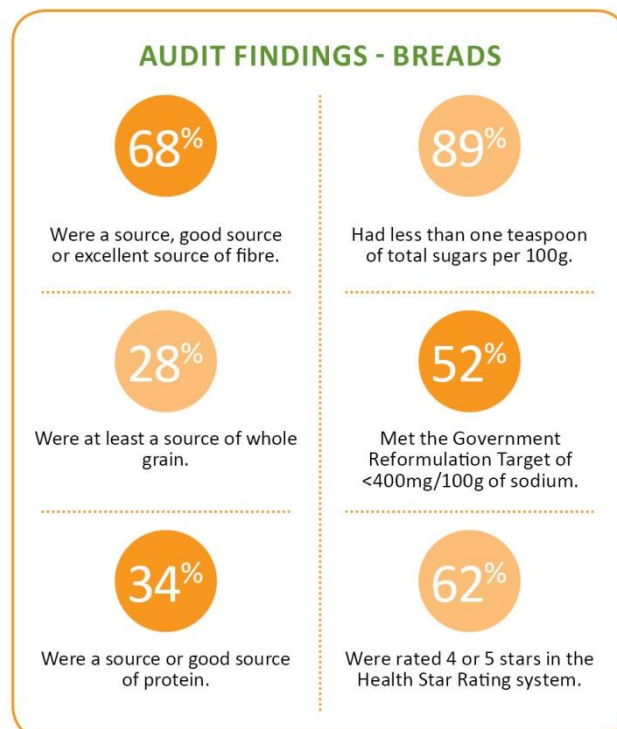
### Bread: what's on our supermarket shelves in 2017?

As part of the Grains & Legumes Nutrition Council (GLNC's) rolling annual audit, a wide range of bread products from the four major retailers in Sydney were examined.

### Top tips on choosing the right bread for you:

- Look for whole grain options, which are in turn likely to be higher in fibre, protein and lower in sodium – look for the word 'whole' or 'whole grain.'
- Aim to reach your Daily Target Intake of 48g of whole grains (two slices of wholemeal/whole grain bread can provide around half of this)!
- Choose breads with 2g or more fibre per serve to reach your 30g/day target

The comprehensive product audit analysed a total of 456 bread products\* and found that<sup>9</sup> ...



## Whole Grain:

- On average, bread products provide 20% of your whole grain Daily Target Intake (DTI)/serve
- Wholemeal/whole grain sliced loaves, rolls and sandwich thins were the best source of whole grain amongst all breads
- No white rolls, gluten free rolls or pita breads were eligible to make a whole grain claim
- One white sliced loaf contained whole grain, so was included in the wholemeal/whole grain bread category.

Sub Category	Type	AVERAGE g per serve	RANGE g per serve	ELIGIBLE TO MAKE CLAIM $\geq 8\text{g/serve}$ (%)	CONTAINS 8-16g/serve (%)*	HIGH 16-24g/serve (%)*	VERY HIGH $\geq 24\text{g/serve}$ (%)*
Sliced Loaves	Wholemeal/whole grain	24	2 - 75	67	27	21	52
	Gluten Free	1	1 - 14	5	0	0	100
Total bread products		10	0-75	28	25	22	51

\*% calculated out of the total number of **eligible** products in the category

## Dietary Fibre

Unsurprisingly, wholemeal/whole grain sliced loaves and rolls were the best source of fibre, with an average of 5g per serve, or one sixth of the daily 30g Recommended Dietary Intake (RDI)

Sub Category	Type	AVERAGE g per serve	RANGE g per serve	AT LEAST A SOURCE $\geq 2\text{g/serve}$ (%)	SOURCE $\geq 2\text{g/serve}$ - $< 4\text{g/serve}$ (%)	GOOD SOURCE $\geq 4\text{g/serve}$ - $< 7\text{g/serve}$ (%)	EXCELLENT SOURCE $\geq 7\text{g/serve}$ (%)
Sliced Loaves	White	3	1 - 7	62	47	15	0
	Wholemeal/whole grain	5	1 - 11	90	32	47	11
	Gluten Free	4	1 - 7	81	48	24	10
Total bread		3	0-11	68	54	37	8

## Protein

- 1 in 5 wholemeal/whole grain sliced loaves and 42% of flatbreads were a *good source* of protein, offering at least 10g per serve
- Close to a quarter of white sliced loaves were a *source* of protein, with at least 5g per serve
- Gluten free sliced loaves and sandwich thins had the least protein

Sub Category	Type	AVERAGE g per serve	RANGE g per serve	SOURCE ≥5g/serve (%)	GOOD SOURCE ≥10g/serve (%)
Sliced Loaves	White	6	1 - 12	73	7
	Wholemeal/ Whole grain	8	2 - 24	65	20
	Gluten Free	4	1 – 8	24	0
Total bread		6	1-24	57	12

## Sodium

- More than half (237 products) met the Australian Government’s reformulation target of ≤400mg/100g sodium.
- Sodium content varied widely: between 57-1400mg per 100g
- Gluten free versions had the lowest levels of all loaves audited, with 90% meeting the reformulation target

Sub Category	Type	AVERAGE mg per 100g	RANGE g per 100g	BENCHMARK ≤400mg/100g (%)
Sliced Loaves	White	472	237 - 710	37
	Wholemeal/ Whole grain	431	199 - 1400	58
	Gluten Free	380	280 - 500	90
Total bread		445	57-1400	52

## Sugar

- Concern around added sugar was one of the top four reasons Australians avoid bread in 2017, yet nearly all breads captured - 90% of all breads - were considered low in sugar ( $\leq 5\text{g}/100\text{g}$ )
- Results were fairly similar among the different categories, aside from bakery breakfast products, which included sweet breads like brioche, pancakes/pikelets and fruit bread and had an average of 10g/serve

Sub Category	Type	AVERAGE g per serve	RANGE g per serve	Low in Sugar: $\leq 5\text{g}$ per 100g (%)
Sliced Loaves	White	2	0 - 7	97
	Wholemeal/ Whole Grain	2	0 - 8	89
	Gluten Free	3	0 - 5	90
Total bread		3	0-30	90

### \*Category representation:

- **243 Loaves**
  - 81 White Loaves
  - 141 Wholemeal/whole grain Loaves
  - 21 Gluten Free Loaves
- **53 Rolls (Inc. burger buns & hot dogs)**
  - 34 White Rolls
  - 13 Wholemeal/whole grain Rolls
  - 6 Gluten Free Rolls
- **73 Sandwich Alternatives**
  - 55 Wraps
  - 3 Sandwich Thins
  - 11 Lebanese Bread
  - 4 Pita Breads
- **24 Flatbread**
  - 21 Turkish Breads
  - 2 Ciabatta Breads
  - 1 Indian (e.g. naan)
- **63 Bakery Breakfast**
  - 3 Crumpets
  - 33 Fruit Breads
  - 4 English Muffins
  - 10 Pancakes & Pikelets
  - 9 Brioche
  - 4 Bagels

Products from the supermarket's bakery section, breadsticks/baguettes and breads with added ingredients (i.e. olives, cheese) were excluded from the audit

## References

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