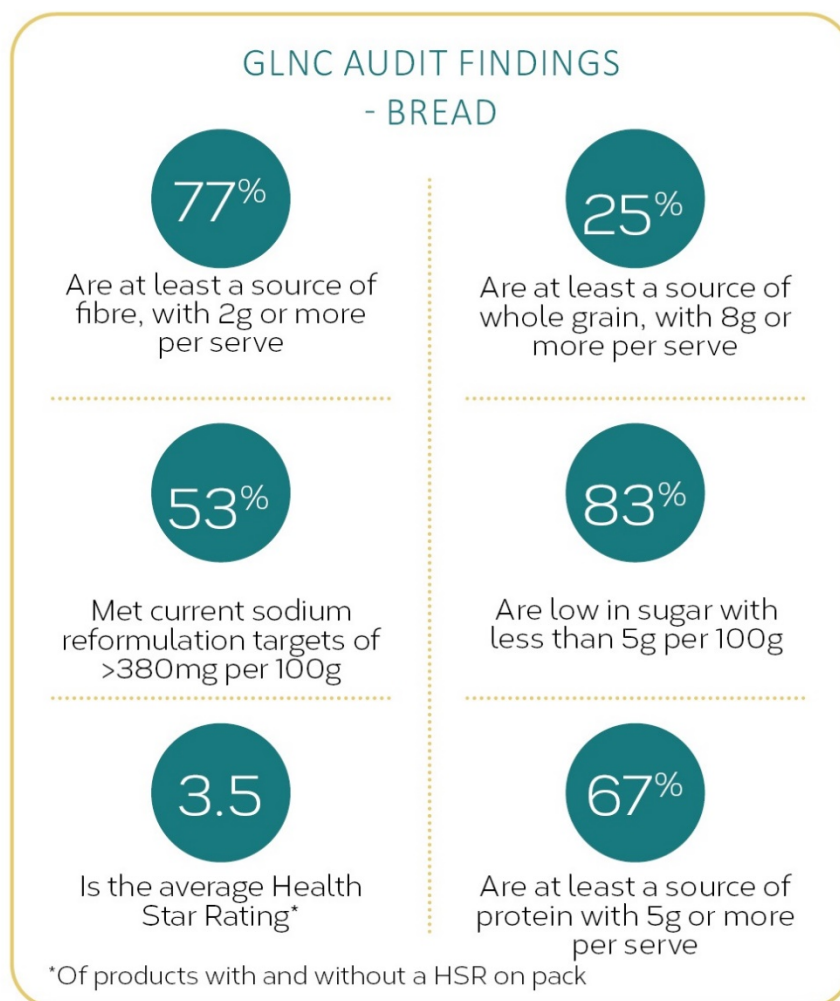


GLNC PRODUCT AUDIT HIGHLIGHTS

Bread - October 2019

Two thirds of Australians eat bread each day, but with supermarket shelves bursting with new options each day, how do you know which one to choose? In September 2019, GLNC audited 764 bread products from the four major supermarkets in Sydney, by collecting product information in store and online. Read on for a summary of the audit, including nutritional comparisons per 100g, as well as Health Star Rating and compliance with reformulation targets.



Tips for choosing a healthy bread:

- **Look for whole grain options:** As well as contributing to your [48g Daily Target Intake](#), whole grain breads are higher in protein and dietary fibre, and lower in fats, sugar, and sodium than non-whole grain.
- **Choose bread with a higher Health Star Rating:** As a quick and easy way to choose healthier products.

Category overview:

Total bread:

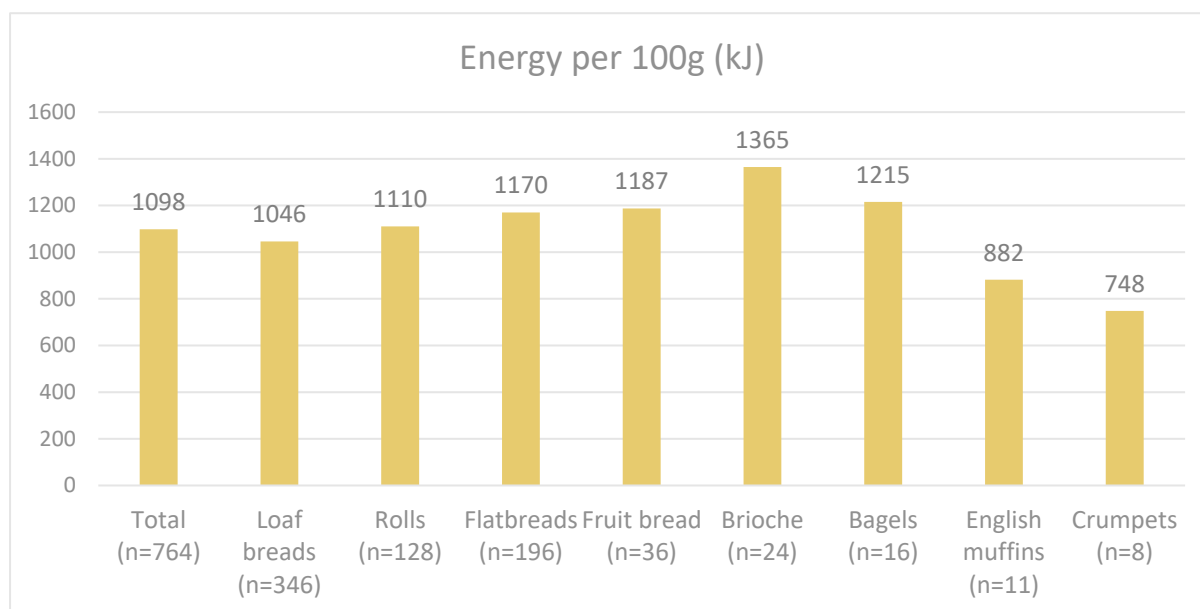
- **346 Loaf breads**
 - 114 White
 - 148 Whole grain/wholemeal
 - 45 Multigrain
 - 39 Gluten free
- **128 Rolls**
 - 84 White
 - 14 Wholemeal
 - 15 Multigrain
 - 15 Gluten free
- **196 Flat breads**
 - 9 Pita Bread
 - 9 Lebanese Bread
 - 26 Tortillas
 - 20 Turkish Bread
 - 30 Pizza Bases
 - 16 Indian (e.g. Naan)
 - 79 Wraps
 - 6 Thins

Bakery Breakfast

- **36 Fruit Bread**
 - 32 White
 - 1 Wholemeal
 - 3 Gluten free
- **11 English Muffins**
 - 7 White
 - 1 Wholemeal
 - 1 Multigrain
 - 2 Gluten free
- **8 Crumpets**
 - 5 White
 - 1 Wholemeal
 - 1 Gluten free
- **16 Bagels**
- **24 Brioche**

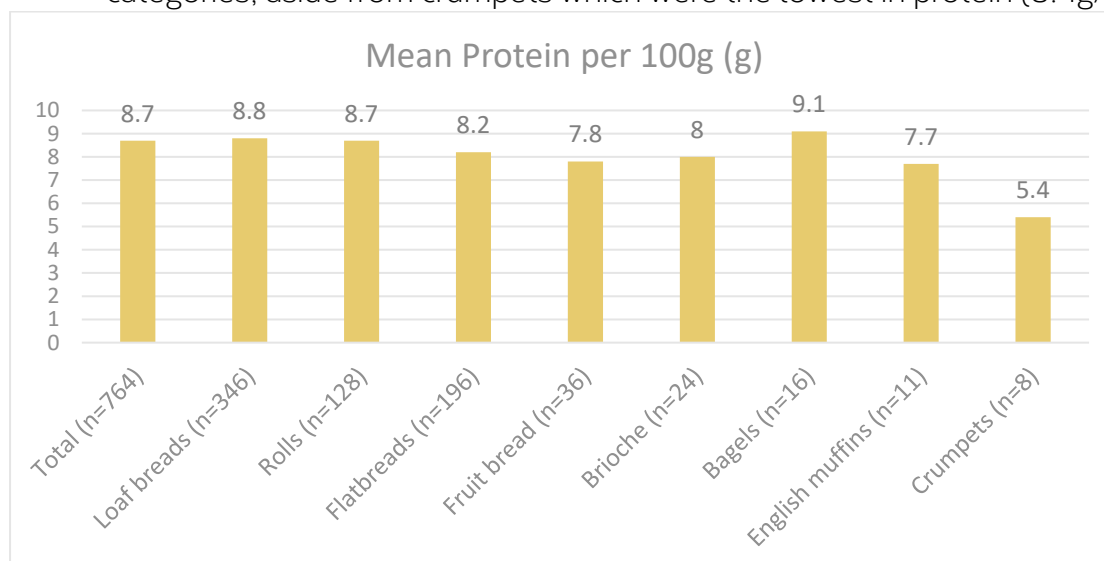
Energy (kilojoules):

- Mean energy per 100g was fairly consistent across categories, though brioche was the highest (1365kJ/100g), and English muffins and crumpets were the lowest (748 - 882kJ/100g).



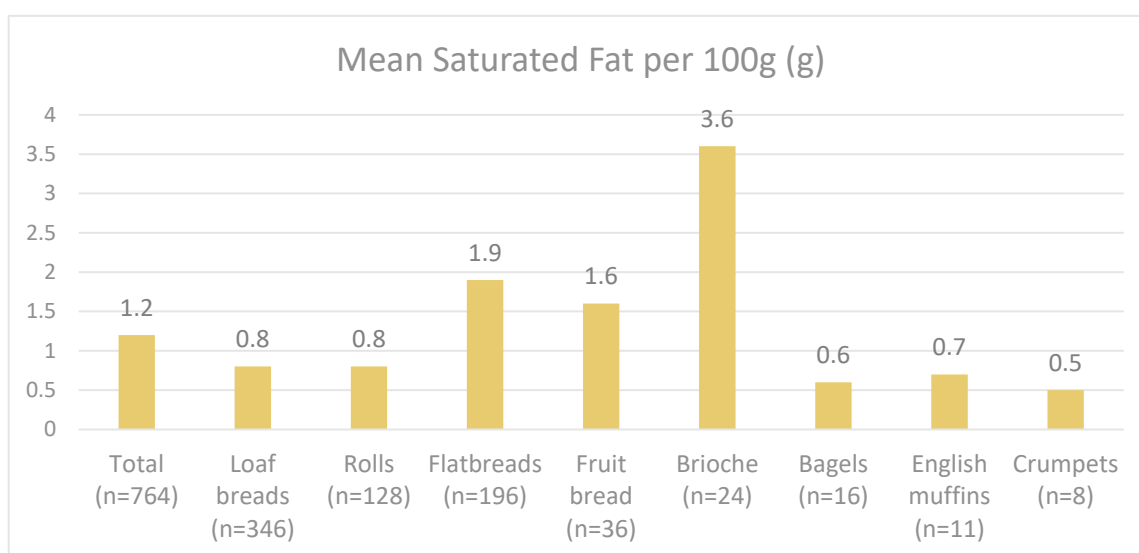
Protein

- More than two-thirds (67%) of products overall were considered a 'source of protein,' ($\geq 5\text{g}$ per serve).
- There was little variation from the total average (8.7g/100g) between categories, aside from crumpets which were the lowest in protein (5.4g/100g).



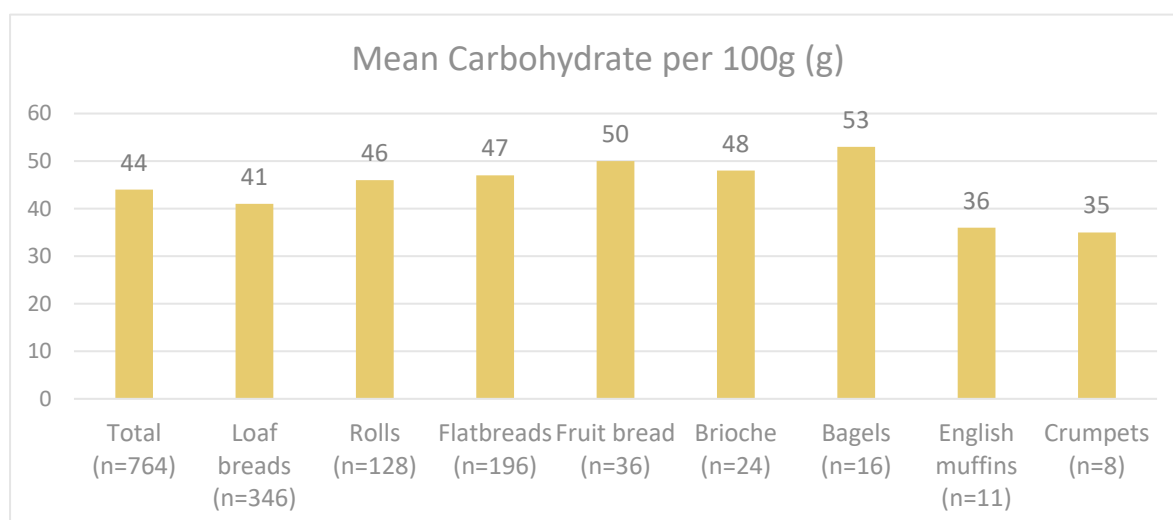
Saturated fat:

- Eighty four percent of bread products overall were low in saturated fat ($\leq 1.5\text{g}/100\text{g}$), with bagels and crumpets the lowest on average.
- Unsurprisingly, brioche had the greatest amount of saturated fat on average, likely due to common ingredients such as oil and butter.



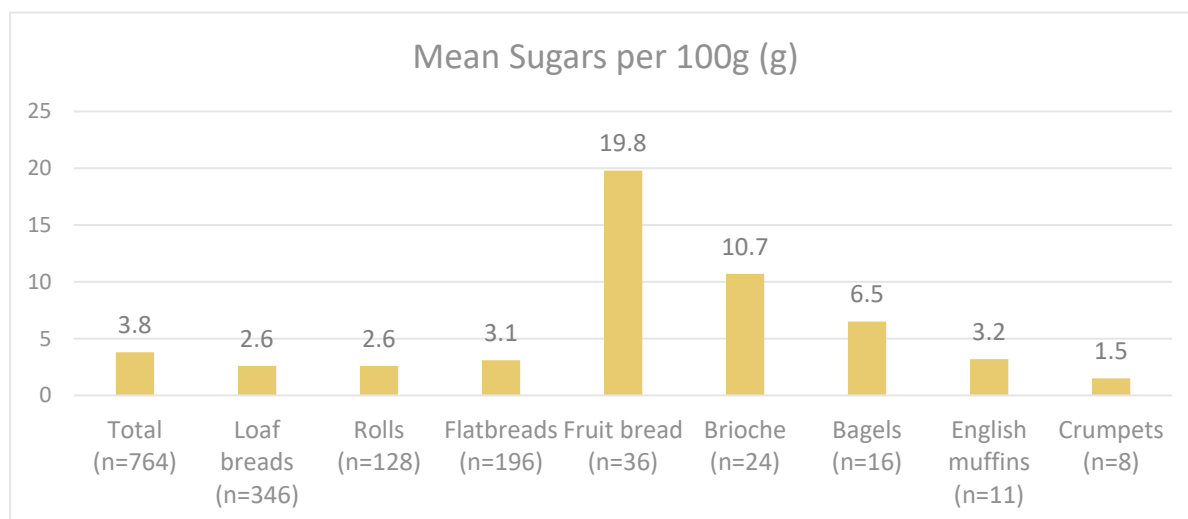
Carbohydrates:

Carbohydrate content varied slightly across categories, with muffins and crumpets the lowest (35 – 36g), and bagels the highest (53g).



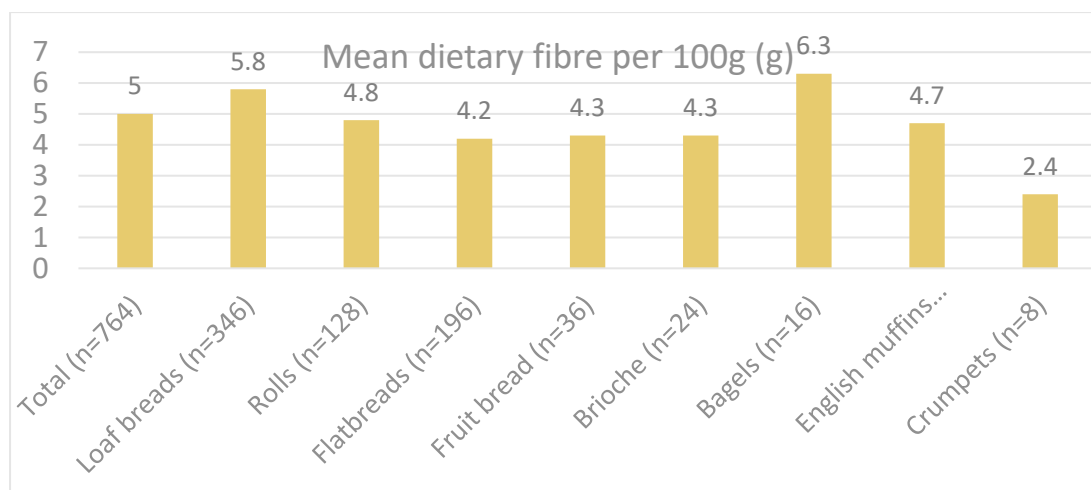
Total sugars:

- The majority (83%) of bread products were low in sugar ($\leq 5\text{g}/100\text{g}$), with crumpets the lowest ($1.5\text{g}/100\text{g}$), and fruit bread the highest ($19.8\text{g}/100\text{g}$).



Dietary fibre:

- Overall, 77% of products were eligible to make a fibre claim, with 2g or more per serve, though 27% ($n=206$) did not state fibre content in the Nutrition Information Panel.
- While bagels emerged as the highest in fibre, this result is likely skewed, as only five out of the 16 products stated fibre on-pack, with those that did ranging between 3 – $14.3\text{g}/100\text{g}$. Conversely, crumpets had the lowest average fibre content ($2.4\text{g}/100\text{g}$).



Whole grain (WG):

- A quarter (25%) of bread products overall were whole grain, with at least 8g per serve.
- Out of all whole grain products, average whole grain content was 40g per serve, which is more than 80% of the 48 Daily Target Intake (DTI) for whole grain!
- However, there was a wide range in whole grain, between 0.5 – 80g per serve.
- 58% of eligible whole grain breads (n=112) are registered with GLNC's Code of Practice for Whole Grain Ingredient Content Claims (The Code), making it easier to check the level of whole grain in your bread.

Category	WG products* (%)	Mean WG per serve (g)	Range WG per serve (g)
Total (n=764)	25	40	0.5 – 80
Loaf breads (n=346)	35	38	0.5 – 77
Rolls (n=128)	12	50	3.2 – 61
Flatbreads (n=196)	24	42	0.7 – 80
Fruit bread (n=36)	17	33	20 – 43
Brioche (n=24)	0	0	0
Bagels (n=16)	0	0	0
English muffins (n=11)	9	24	7 - 24
Crumpets (n=8)	12	10	10

*Based on eligibility for registration with GLNCs Code of Practice (≥ 8 g WG per serve)

Whole grain bread compared to refined grain bread:

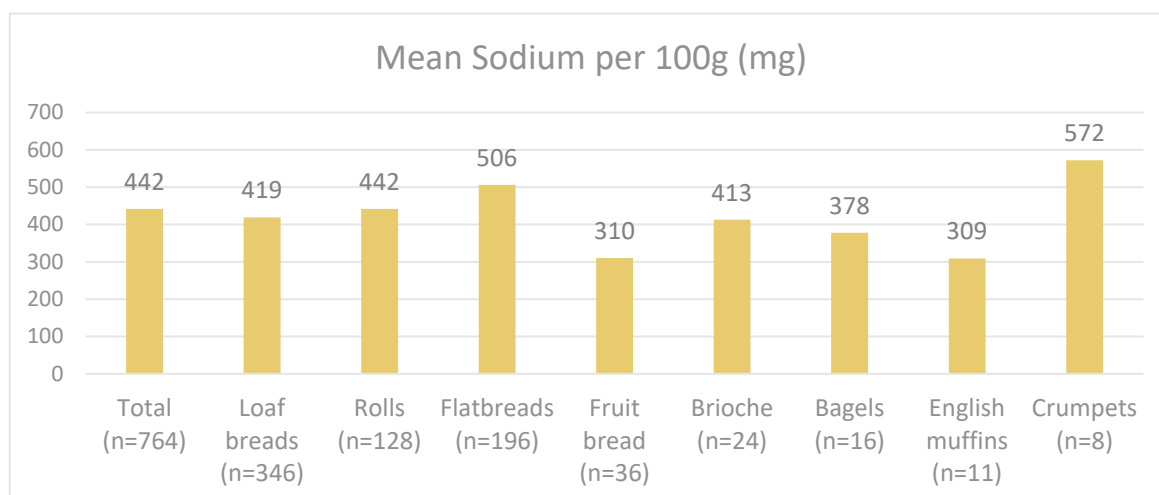
- Whole grain options were lower in energy, total and saturated fat, sugars, and sodium, and higher in protein and dietary fibre than refined grain breads:

Nutrient per 100g	Whole grain* (n=192)	Refined grain (n=572)
Energy (kJ)	1071	1108
Protein (g)	10.1	8.3
Total fat (g)	4.0	4.4
Saturated fat (g)	1.1	1.2
Carbohydrate (g)	41	45
Sugars (g)	2.9	4.1
Dietary fibre (g)	6.1	4.5
Sodium (mg)	428	448
Health Star Rating (HSR)	3.8	3.3

* based on eligibility for registration with GLNCs Code of Practice ($\geq 8\text{g}$ WG per serve).

Sodium:

- Less than 1% (n=7) of breads overall were low in sodium ($\geq 120\text{mg}/100\text{g}$), with English muffins and fruit bread the lowest on average (309-301mg/100g), and crumpets the highest (572mg/100g).
- More than half (53%) of breads overall met the [Food and Health Dialogue's](#) sodium reformulation target of 400mg sodium, which was set in 2009.



Health Star Rating (HSR)*:

- Overall, 25% of bread products displayed a HSR, with the greatest proportion seen in English muffins (91% of the category), crumpets (62%), and loaf breads (42%).
- Overall, the average score was 3.5 stars, and wide ranges were seen across all categories.
- Between categories, English muffins had the highest mean score (3.9) compared to brioche with the lowest mean score (2.5).

Category	HSR on pack (%)	Mean HSR (range)
Total (n=764)	25	3.5 (1.5 – 5.0)
Loaf breads (n=346)	42	3.8 (1.5 – 5.0)
Rolls (n=128)	20	3.5 (1.5 – 4.0)
Flatbreads (n=196)	36	3.2 (1.5 – 5.0)
Fruit bread (n=36)	25	3.2 (2.5 – 4.0)
Brioche (n=24)	33	2.5 (2.5 – 4.0)
Bagels (n=16)	25	3.5 (3.0 – 4.0)
English muffins (n=11)	91	3.9 (3.0 – 4.0)
Crumpets (n=8)	62	3.0 (3.0 – 3.5)

* Actual HSR of products not displaying a HSR was calculated using the [HSR calculator](#), so that an accurate comparison could be made across all products.