

NUTRITION AND HEALTH POLICY

Allied Bakeries makes a range of wholesome, tasty bread and bakery products. Our products are sold in grocery retail stores across the UK, our principal operating market.

Bread has been a staple of our diet since ancient times and remains a key part of a balanced diet today. The UK's Eatwell Guide recommends that starchy food should make up just over a third of the food we eat. Bread makes an important contribution to the diet providing energy, protein, fibre, calcium, iron and B vitamins (e.g. thiamin, niacin and folate).

Bread is not high in salt per se, but it is a contributor of salt in the diet because of the frequency of consumption. Salt plays an important role in dough formation, fermentation rate, crumb structure and shelf life, as well as contributing to the texture and flavour of the finished loaf. Allied Bakeries recognises the impact of salt in the diet, and we have been reducing salt levels since 2004.

We support work conducted by universities, trade associations and relevant NGOs to help improve diets by reformulating products, reporting data or supporting academic research to find new healthier ingredients or products.

The purpose of this policy is to outline the approach of our business with regards to nutrition and health for our branded products based on three underlying principles:

1. *We will ensure transparency*

- a) We will continue to label our products with front of pack "traffic light" nutrition information.
- b) We will highlight fibre and/or whole grain content of our products where applicable.
- c) We will report sales revenues derived from our branded product portfolio based on their 'High Fat, Salt and Sugar (HFSS)' status via our parent company Associated British Foods, for annual public disclosure.

2. *We will provide choice*

- a) Every product has a detailed specification which outlines its ingredients and nutrition profile. This is reviewed and approved by our compliance team to ensure it meets our Nutrition Guidelines prior to launch.
- b) We will continue to work on salt reduction where technically feasible.
- c) We will continue to develop new products that provide at least a source of fibre.
- d) We believe there is a role for sweet treats if these are eaten as part of a balanced diet and providing portion sizes are managed. Any new sweet treats will be developed to be non-HFSS wherever technically possible.

3. *We will advertise our products responsibly.*

- a) We will not advertise any product or food designated HFSS to children aged under 16 years directly on any media platform – including television, radio, online and social media, or indirectly through, for example, interactive online games that are likely to appeal to an under-16 audience.
- b) We will follow [the CAP code](#) which requires:
 - Ads that directly or indirectly promote an HFSS product cannot appear in children's media.
 - Ads for HFSS products cannot appear in other media where children make up over 25% of the audience.
 - Ads for HFSS products will not feature promotions, licensed characters and celebrities popular with children.
- c) In addition:

- We will not sample or give away HFSS products to children under 16 without the permission of their parent or guardian.
- We will not promote HFSS products to children by using licensed characters, cartoons or celebrities popular with children as part of our pack design.
- We will not promote HFSS products to children under 16 by providing branded gifts with purchase that are specifically targeted at this age group.
- We will not show children under 16 eating HFSS products in our advertising (although they may be present in the shot to depict a family setting).
- We will ensure that recipe and serving suggestions balance enjoyment with nudges towards healthy eating. This can include portion control and the selection of appropriate accompanying foods or ingredients.

The Managing Director of Allied Bakeries is accountable for this policy, which will be reviewed and updated annually to reflect progress with respect to the targets and goals specified.

Signed: 

Name: Sarah Arrowsmith

Date: 19 December 2024