The Bread Category

Bread is a core food that can increase satiety, fill nutrient gaps, and boost whole grain intake.

The Grains & Legumes Nutrition Council (GLNC) audited the bread category in November 2023 across major retailers (Coles, Woolworths, Aldi, IGA and Bakers Delight) in Sydney, Australia. GLNC last conducted a bread audit in 2021.

There are 794 bread products available in the loaves, flatbreads, rolls, sweet bread, and bakery breakfast categories.

Bread's Nutritional Profile

Protein

The average protein content of all bread products has increased by 6.7% since 2021, with nearly half of all breads being a good source of protein (≥5g per serving).

Across the categories, flatbreads and loaves have the highest average protein content.

Dietary Fibre

Bread's average dietary fibre content slightly increased since 2021, with nearly one-quarter of bread products being a 'source of fibre' (≥2g - <4g per serve).

Wraps have the highest average fibre content (8.4g per 100g), and crumpets have the lowest (2.3g/100g).

Sodium

The sodium content in bread decreased in four out of five categories. Only 3% (24) of products are ' low sodium' (≤120mg per 100g).

Flatbreads have the greatest proportion (4.9%) of products that are 'low sodium' (≤120mg per 100g) .

Health Star Rating

Only one-third of bread products display a health star rating on pack.

Most bread products displayed a health star rating of 4.0, followed by 3.5 stars, meaning bread is generally considered a healthy product.

Grains & Legumes Nutrition Council

What Are the Different Types of Bread?

White bread is refined to exclude the bran and germ, has a fine texture and a light colour. This refining process removes many nutrients.

Multigrain bread has no proper definition but is typically made from refined and whole wheat flour with added grains. It tends to be higher in fibre and has a lower glycaemic index than white bread but is not as nutrient-rich as whole grain bread.

Whole grain bread retains all parts of the grain, including the germ, bran and endosperm. This results in a denser texture and darker colour.

On average, whole grain bread contains more dietary fibre, protein, vitamins and minerals, and lower amounts of sodium than white and multigrain bread.

Only 17% of breads are whole grain according to The Code.

Tips When Talking About Bread with Clients

1. High-quality carbohydrates are the body and brain's main source of energy, and provide a range of essential nutrients for health.
2. Choose whole grain bread wherever possible. Look for whole grain claims on the front of the pack or read the ingredients list on the back to identify whole grain options.
3. Processing is necessary to make bread edible and safe for consumption. Processed doesn't mean unhealthy.

The Waste-Free Section

Want to extend your bread's shelf life?

Store your bread in a cool, dry place away from direct sunlight.
To maintain its freshness, consider using a bread box or airtight container.

Alternatively, freeze bread to extend shelf life.

Bread going stale? Try:

- Creating bruschetta
- Making French toast
- Roasting bread into croutons for salads or soups
- Turning bread into breadcrumbs
- Using bread for a Panzanella salad
- Using bread to thicken soups