

Why Brumby's
breads have no
preservatives.

Brumby's
THE WORLD'S BEST BREADS

When you buy a loaf of bread at Brumby's, that's all you're getting.

Brumby's believes that the use of artificial preservatives should be minimised. So, unlike some other bread manufacturers, we do not use any preservatives* in our bread doughs.

There has been public concern recently over the use of preservatives in bread. A recent segment of Channel 7's Today Tonight current affairs program featured research conducted on an additive commonly used in some breads. In the segment, food intolerance expert Sue Dengate said her research showed a connection between preservative 282 (Calcium Propionate) and behavioural problems in children, some of which are similar to those found in children suffering Attention Deficit Disorder (ADD).

Another preservative, 223 (Sodium Metabisulphate), also used in breads, has been linked to causing adverse reactions in people with existing asthmatic conditions.

Neither of these preservatives are used in Brumby's breads.

Preservative 282 (Calcium Propionate).

Widely used since the early 1990s, preservative 282 is a mould inhibitor used to counteract growth of mould when hot loaves made in large factories are put into plastic bags.

Preservative 223 (Sodium Metabisulphate).

A dough conditioner, preservative 223, is used to assist in the bread manufacturing process. It has been linked to causing reactions in people with asthmatic conditions.#

You can be assured that Brumby's does not use preservatives 282 and 223 in its bread. Our bread is fresh and preservative-free. That's the way our customers like it, and that's the way it will stay.

*Ask our helpful sales team for information on which products are preservative-free. Some fillings or toppings may contain artificial preservatives. #The New Additive Code Breaker, Maurice Hanssen, Jill Marsden and Betty Norris, 1991.