

#### **The Association of Bakery Ingredients Manufacturers**

#### Draft Industry Code of Practice for the Labelling of Sourdough Bread and Rolls

Sara Autton Chair, ABIM Technical Committee

# abim











Sourdough war: Move to make 'sourfaux' breada no-dough area27th August 2022

#### THE TIMES

Craft bakers hit back over rise of the supermarket 'sourfaux' loafs 27<sup>th</sup> August 2022

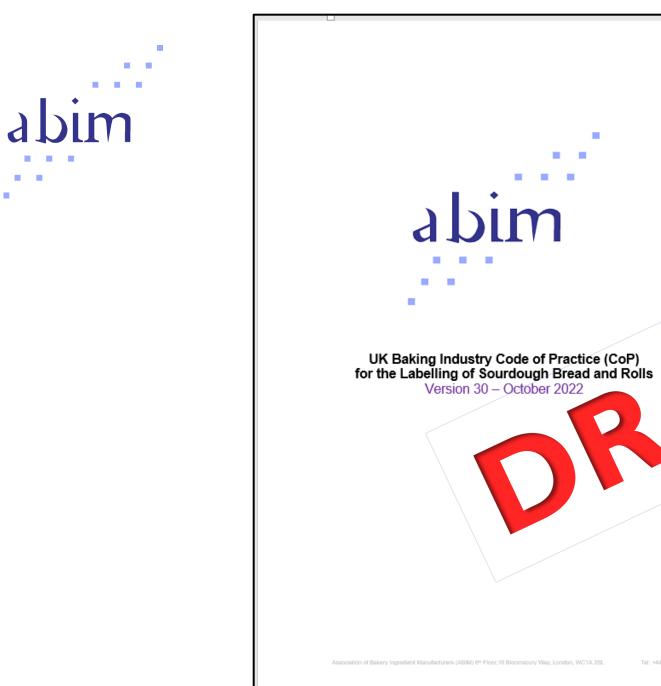
### The Telegraph

Don't be fooled by the extraordinary health claims on these foods 28<sup>th</sup> September 2022



Supermarkets are making a mockery of sourdough bread 30<sup>th</sup> August 2022





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#### Code of Practice

Developed by industry to be used by industry

Scientific basis

Scope for future review

Educational tool for consumers and bakers



Industry and retail stakeholder buy-in

Harmonisation with EU national decrees, Regulations and Codes of Practice

Consumer expectation

Accessible language for baker and consumer









#### Key industry stakeholders:













#### Terms: Definition of sourdough

**Sourdough:** a mixture of water and one or more flours milled from cereals or pseudo cereals; to which salt may or may not be added; which has been allowed to spontaneously ferment due to the metabolic activity of the naturally occurring lactic acid bacteria and yeasts contained within these raw materials or coming from the house microbiota, and containing a live and active culture of those micro-organisms; or fermented by means of inoculation with a starter culture.

RA

Starter culture: a live culture of lactic acid bacteria and yeasts usually found in sourdough

**Inactive/deactivated/devitalised sourdough:** liquid or dry sourdough in which the microbial culture is no longer live or active so that it can no longer be used for leavening purposes.

**Sourdough-based preparation or ingredient:** a sourdough prepared with additional raw materials which are present to increase the shelf-life of the sourdough and to specifically enhance the acidity, flavour and/or aroma of the finished product.





Purpose of definition:

To indicate that the bread has been made using a sourdough process, i.e., with long fermentation; and principally leavened by the action of the sourdough.

The sourdough used MUST be live and active to provide the leavening activity necessary to raise the dough.

The addition of yeast is optional, but the permitted level is restricted to ensure that the bread has been leavened using a **long** fermentation process.





Terms: Suggested definitions for labelling and marketing purposes

"Bloomer with sourdough":

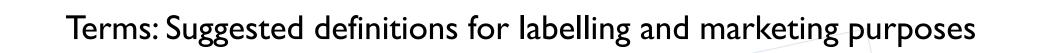


Purpose of definition:

To indicate that sourdough has been used in the process for flavouring and/or rheological benefit rather than *principle* leavening purposes.

The sourdough in this case may be live/active; and/or inactive/deactivated/devitalised.





DRAF

"Sourdough flavoured Bloomer:

Purpose of definition:

To indicate that the sourdough-based preparation or sourdough flavouring ingredient used in production includes raw materials or additives specifically to enhance the acidity, flavour or aroma of the finished product

The final dough **MUST NOT** contain additional raw materials which are added specifically to enhance sourdough-type acidity, flavour and/or aroma to the finished **unless** 

- those raw materials are an integral part of a sourdough-based ingredient, or
- The final dough contains a sourdough flavouring but *no other type* of sourdough as defined in this Code of Practice





Terms: Suggested definitions for labelling and marketing purposes

DRAF

"Sourdough flavoured Bloomer:

N.B. Users of this definition must ensure compliance as per the retained EU <u>Regulation (EC) No</u> <u>1334/2008</u>.

The <u>register of flavourings</u> sets out a list of flavourings permitted for use in Great Britain. This register does not replace retained EU Regulation 1334/2008 or retained EU legislation on the common authorisation procedure which are the legal basis for the placing on the market and use of flavourings.



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#### Thank you for your attention

#### Sara Autton Chair, ABIM Technical Committee