



Kingsmill, Tasty Medium Sliced,

£1.22, 71%

Kingsmill had a nice, nutty flavour, according to our testers. It scored top marks and was also highly rated for its nice colour and soft texture.

Taste ★★★★★ Texture ★★★★★

Hovis, Medium Sliced, £1.24, 71%

Hovis scored well all round and was a resounding favourite with our tasters. They said it had 'a very good flavour and great texture'. Another summed it up by saying: 'It looks nice, it tastes nice – it was just right'.

Taste ★★★★★ Texture ★★★★★

# Use your loaf

Our taste test reveals whether you get what you pay for with sliced wholemeal bread

**B**read remains a popular part of our diet, despite the price having risen sharply in five years. But is it worth paying extra for a branded loaf such as Hovis or does supermarket bread taste just as good?

To find out, our 187 testers munched through 561 slices of branded and supermarket bread.

To make sure we tested the bread you like best, we asked 2,049 Which? online panel members in July which type of sliced bread they buy most often. Twice as many buy sliced brown as white. Wholemeal is the most popular type of sliced brown sold.

## What we found

Branded loaves were the tastiest. Our testers preferred Hovis and Kingsmill

over supermarket offerings. And the other branded loaf, Warburtons, was joint third with M&S. Branded loaves are more expensive. Hovis at £1.24 and Kingsmill, £1.21, cost twice as much as Lidl's Rowan Hill loaf (65p).

## Nutrition

Big brands taste better, but nutritionally there's little difference between loaves.

If you have to watch your salt levels, Aldi's loaf has the least per slice at 0.3g, compared with Kingsmill (0.43g) or Warburtons (0.44g). Four slices of Warburtons gives 29% of your daily salt allowance, four slices of Aldi's loaf, 20%. This is partly because Aldi has one of the lightest slices. The differences are small and all the breads are amber for salt (0.3g to 1.5g per 100g), based on the Food

**We found that Aldi's bread had the least salt per slice**

Standards Agency traffic light system. Avoid eating more than 6g of salt a day.

## How we test

In a blind taste test, our testers tasted six sliced, square, standard loaves each in different orders, marking them for appearance, smell, taste and texture.

## Blunt advice

We first looked at bread in August 1966, asking 'what happens when bread goes stale?' We also covered bread and slimming, concluding that if you were overweight the best course of action was simply to eat less.







## Warburtons, Medium Sliced £1.20

Which? test score **68%**

Warburtons beat all supermarket breads except M&S, though it didn't do quite as well as the two other branded loaves. Tasters liked the fresh texture. A few said it tasted 'more like white bread'. Taste ★★★★★ Texture ★★★★★



## M&S, Wise Buys Medium Sliced £1.19

Which? test score **68%**

The best-tasting supermarket bread was also the most expensive. Tasters liked the flavour and smell, and one praised its malty taste and good crust. A few found its texture a bit doughy. Taste ★★★★★ Texture ★★★★★

The Asda and Tesco loaves were both good value



## Tesco, Medium Sliced Loaf 75p

Which? test score **66%**

This well-priced loaf was praised for its texture and appearance. Several testers praised the taste, though it wasn't as highly rated here as the big-brand loaves. Taste ★★★ Texture ★★★★★



## Asda, Square Cut Medium Sliced 47p

Which? test score **65%**

Our tasters liked the soft texture and 'nice breadly smell' of the Asda loaf. However, its taste divided opinion with some liking it and some saying it was bland.

Taste ★★★ Texture ★★★★★



## Aldi, Village Bakery Medium Sliced 65p

Which? test score **62%**

Aldi's bread was praised by testers for its light and airy texture, but for some the taste was a letdown, with one describing the flavour as 'cardboard-like'.

Taste ★★ Texture ★★★★★



## Waitrose, Essential Medium Sliced 75p

Which? test score **60%**

Tasters found that this loaf didn't taste of much, with one saying 'it has no taste at all'. Tasters were divided over the texture – some thinking it was nice and light and others that it was too doughy.

Taste ★★ Texture ★★★



## Lidl Rowan Hill Bakery Medium Sliced, 65p

Which? test score **54%**

Lidl's bread scored just one star for taste, and was described as 'anaemic looking' and 'without much taste'.

Taste ★ Texture ★★

### CHANGES SINCE OUR TESTING

We also tasted Morrisons and Sainsbury's sliced, wholemeal breads, but these are no longer available, as the supermarkets have changed the formulation of the loaves. This is why we haven't included them in our main test results.

Many testers found Sainsbury's Loaf Medium Sliced (82p, **62%**) a bit bland, perhaps because it had the least salt per 100g. Morrisons' Medium Sliced

(75p, **65%**) was praised for its texture, however not everyone was convinced by the taste.

The packaging of the Asda and Lidl loaves has changed since our testing but the bread itself is the same.



One in four Which? members don't buy sliced bread. If you make your own bread or want to start, visit [www.which.co.uk/breadmakers](http://www.which.co.uk/breadmakers) for our eight Best Buys and for tips on baking bread.

