

15/5/96  
hegel  
14.5.96

**BRUNCH TRIPLE**  
**TESCO**  
FRESH SANDWICHES  
**SAUSAGE AND EGG**  
*Pork Sausage with Egg Mayonnaise and Tomato  
Relish in Malted Brown Bread*  
**EGG AND BACON**  
*Sliced Egg, Mayonnaise and Bacon  
in Malted Brown Bread.*  
**TOMATO AND BACON**  
*Tomato, Bacon and Mayonnaise in Malted Brown Bread.*

**SAUSAGE & EGG INGREDIENTS:** Pork Sausage (Pork; Water; Rusk; Salt; Spices; Lactose; Dextrose; Potato Starch; Emulsifier: Dipotassium Diphosphate; Dried Herbs), Malted Brown Bread (Wheat Flour; Water; Malted Wheat Flour; Yeast; Sugar; Salt; Vinegar; Soya Flour; Vegetable Fat; Emulsifiers: Mono- and Di-Glycerides of Fatty Acids, Mono- and Di-Acetyltartaric Esters of Mono- and Di-Glycerides; Flour Treatment Agent: Ascorbic Acid), Egg, Tomato Relish (with Modified Starch; Preservative: Potassium Sorbate), Mayonnaise (with Acetic Acid); Stabilisers: Xanthan Gum, Guar Gum, Carob Gum, Butter.  
**EGG & BACON INGREDIENTS:** Malted Brown Bread (Wheat Flour; Water; Malted Wheat Flakes; Malt Flour; Yeast; Sugar; Salt; Vinegar; Vegetable Fat; Soya Flour; Emulsifiers: Mono- and Di-Glycerides of Fatty Acids, Mono- and Di-Acetyltartaric Esters of Mono- and Di-Glycerides; Flour Treatment Agent: Ascorbic Acid), Hard Boiled Egg, Bacon (with Sodium Polyphosphate; Preservative: Sodium Nitrite); Mayonnaise (with Acetic Acid); Emulsifiers: Xanthan Gum, Guar Gum, Carob Gum, Butter.  
**TOMATO & BACON INGREDIENTS:** Malted Brown Bread (Wheat Flour; Water; Malted Wheat Flakes; Malt Flour; Yeast; Sugar; Salt; Vinegar; Soya Flour; Vegetable Fat; Emulsifiers: Mono- and Di-Glycerides of Fatty Acids, Mono- and Di-Acetyltartaric Esters of Mono- and Di-Glycerides; Flour Treatment Agent: Ascorbic Acid), Tomato, Bacon (with Sodium Triphosphate; Preservative: Sodium Nitrite), Mayonnaise (with Acetic Acid); Stabilisers: Xanthan Gum, Guar Gum, Carob Gum, Butter.

NUTRITION		
TYPICAL COMPOSITION	Each Pack 254g provides	100g CI/100g provides
Energy	2864 kJ/683 kcal	1117 kJ/268 kcal
Protein	15.4 g	14.5 g
Carbohydrate	50.7 g	19.8 g
Fat	42.1 g	16.5 g

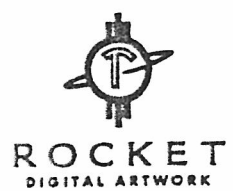
Made in the U.K. for Tesco Stores Ltd.,  
Chester EN8 9SL, U.K.  
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**INFORMATION** KEEP REFRIGERATED

DISPLAY UNTIL / USE BY PRICE

03022184



40/42 OSNABURGH ST  
LONDON NW1 3ND  
TELEPHONE 071 388 3258  
FACSIMILE 071 388 3195

- SPOT PANTONE 200C
- SPOT PANTONE
- 50% PROCESS YELLOW
- WHITE
- BLACK
- SPOT PANTONE 1215C
- SPOT PANTONE

PROJECT NO. 950150B SUB GROUP F54TA  
PROJECT DESC: BRUNCH TRIPLE PACK  
DESIGN MANAGER: ANDY DANN  
SUPPLIER: WALKERS  
REPRO HOUSE: TBA  
PRINTER: TBA  
LEGAL APPROVAL: \_\_\_\_\_  
TRADING APPROVAL: \_\_\_\_\_

DATE: 26.4.96

DATE: 15/5/96

SAINSBURY'S

# MATURE CHEDDAR & BACON

WITH TOMATO LETTUCE  
AND MAYONNAISE

WASHED WHOLEMEAL BREAD SANDWICHES

Use by

21 NOV

PRICE

£1.35

Better  
Quality...  
Same Price

NOW WITH  
WILTSHIRE CURE BACON



REGISTRATION

PER PACK 20 CALORIES 29.0g FAT

KEEP REFRIGERATED



**SAINSBURY'S**

**LESS THAN 350  
CALORIES**

# CHINESE CHICKEN

WITH CUCUMBER, SPRING ONION  
AND CHINESE LEAF

**NO MAYONNAISE**

CONTAINS NUTS

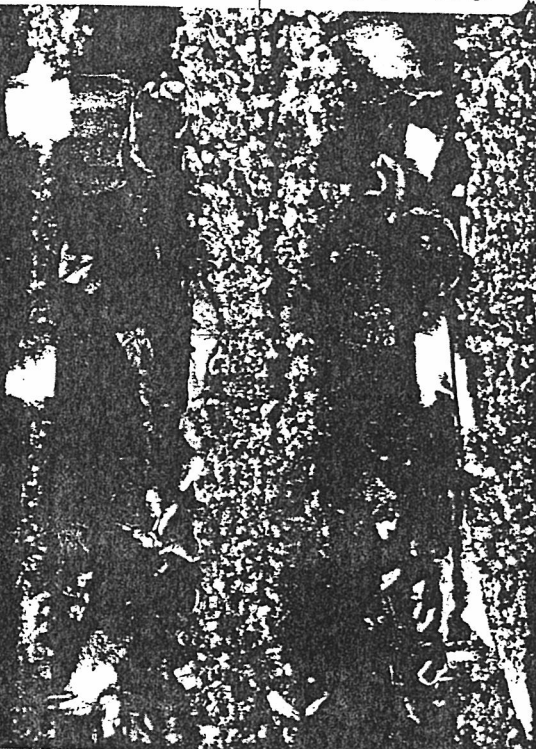
WHOLEMEAL BREAD SANDWICHES

Use by

**21 NOV**

PRICE

**£1.35**



## INGREDIENTS

WHOLEMEAL BREAD (WHOLEMEAL FLOUR, WATER, VEGETABLE OIL, SALT, YEAST, GLUTEN, SPIRIT VINEGAR, SOYA FLOUR, EMULSIFIERS: E472(e), FLOUR TREATMENT AGENT: E300), CHINESE STYLE CHICKEN (CHICKEN, SUGAR, ORANGE JUICE, TOMATO PUREE, SOY SAUCE, WORCESTER SAUCE (WITH WALNUTS), WHEAT FLOUR, SALT, HYDROLYSED VEGETABLE PROTEIN, VINEGAR, VEGETABLE PROTEIN, LEMON JUICE, MALTODEXTRIN, GINGER, ONION, COLOURS: E120, E140(i), DEXTROSE, GARLIC, SPICES, MODIFIED STARCH, SPICE EXTRACT), CUCUMBER, CHINESE LEAF, SWEET - AND SOUR DRESSING, ENDIVE, SPRING ONION, LOW FAT SPREAD (WITH PRESERVATIVE E202).



## NUTRITION INFORMATION

TYPICAL VALUES PER 100g (3.5 oz): ENERGY 754 kJ, 179 k cal.; PROTEIN 11.5g; CARBOHYDRATE 22.4g of which SUGARS 2.4g; STARCH 20.0g; FAT 4.8g of which SATURATES 1.2g; MONO-UNSATURATES 2.5g; POLYUNSATURATES 1.1g; FIBRE 2.4g; SODIUM 0.4g.  
TYPICAL VALUES PER PACK: ENERGY 1276 kJ, 303 k cal.; PROTEIN 19.5g; CARBOHYDRATE 37.9g of which SUGARS 4.1g; STARCH 33.8g; FAT 8.1g of which SATURATES 2.0g; MONO-UNSATURATES 4.3g; POLYUNSATURATES 1.8g; FIBRE 4.0g; SODIUM 0.7g.

**PER PACK 303 CALORIES 8.1g FAT**

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Produced in the UK for J Sainsbury plc  
Stamford Street London SE1 9LL  
Freephone 0800 636262



SAINSBURY'S

LESS THAN 350  
CALORIES

# ROAST TOPSIDE of BEEF & MUSTARD

WITH WATERCRESS, MAYONNAISE  
AND LOW FAT SOFT CHEESE

MALTED BROWN BREAD SANDWICHES

use by

21 NOV

PRICE

£1.39

## INGREDIENTS

BROWN BREAD WITH MALTED WHEATGRAINS (UNBLEACHED WHITE FLOUR, WATER, WHOLEMEAL FLOUR, MALTED WHEAT FLAKES, WHEAT BRAN, MUSCAVADO SUGAR, VEGETABLE OIL, SALT, GLUTEN, YEAST, MALT FLOUR, SPIRIT VINEGAR, SOYA FLOUR, EMULSIFIER: E472(a); FLOUR TREATMENT AGENT: E300), ROAST BEEF (BEEF STABILISER: E407, E415; EMULSIFIERS: E450(bac); SALT, ROAST BARLEY MALT EXTRACT), LOW FAT SOFT CHEESE, WATERCRESS, MAYONNAISE (WITH PRESERVATIVE: E202), LOW FAT SPREAD (WITH PRESERVATIVE: E202), DIJON MUSTARD, WHOLEGRAIN MUSTARD.



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## NUTRITION INFORMATION

TYPICAL VALUES PER 100g (3.5 oz): ENERGY 886 kJ, 210 k cal; PROTEIN 14.0g; CARBOHYDRATE 24.6g of which SUGARS 1.5g; STARCH 23.1g; FAT 6.2g of which SATURATES 3.1g; MONO-UNSATURATES 2.3g; POLYUNSATURATES 0.8g; FIBRE 2.5g; SODIUM 0.5g.  
TYPICAL VALUES PER PACK: ENERGY 1334 kJ, 317 k cal; PROTEIN 21.1g; CARBOHYDRATE 37.1g of which SUGARS 2.3g; STARCH 34.8g; FAT 9.3g of which SATURATES 4.6g; MONO-UNSATURATES 3.5g; POLYUNSATURATES 1.2g; FIBRE 3.7g; SODIUM 0.8g.

PER PACK 317 CALORIES 9.3g FAT

Produced in the UK for J Sainsbury plc  
Stamford Street London SE1 9LL  
Freephone 0800 636262



SAINSBURY'S

LESS THAN 350  
CALORIES

# FRESH ROAST CHICKEN

WITH A YOGURT & CREAM  
DRESSING



WHOLEMEAL BREAD SANDWICHES

Use by

21 NOV

PRICE

£1.35

Better  
Quality...  
Same Price

NOW WITH MORE  
SUCCULENT CHICKEN

## INGREDIENTS

WHOLEMEAL BREAD (WHOLEMEAL FLOUR, WATER, VEGETABLE OIL, SALT, YEAST, GLUTEN, SPIRIT VINEGAR, SOYA FLOUR, EMULSIFIERS: E472(e); FLOUR TREATMENT AGENT: E300), CHICKEN (COOKED CHICKEN, SALT, GLUCOSE SYRUP, MODIFIED CORN STARCH, MILK PROTEINS, STABILISERS: E 450 b, a, c; LACTOSE, GELLING AGENTS: E407, E410), LOW FAT SPREAD (WITH PRESERVATIVE: E202), LOW FAT YOGURT, CREAM, CORN STARCH, SALT, PEPPER.



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**KEEP REFRIGERATED**

## NUTRITION INFORMATION

TYPICAL VALUES PER 100g (3.5 oz): ENERGY 792 kJ, 188 k cal.; PROTEIN 14.6g; CARBOHYDRATE 21.1g of which SUGARS 3.1g; STARCH 18.0g; FAT 5.0g of which SATURATES 1.3g; MONO-UNSATURATES 2.2g; POLYUNSATURATES 0.9g; FIBRE 2.9g; SODIUM 0.4g.  
TYPICAL VALUES PER PACK: ENERGY 1163 kJ, 276 k cal.; PROTEIN 21.5g; CARBOHYDRATE 31.0g of which SUGARS 4.6g; STARCH 26.4g; FAT 7.3g of which SATURATES 2.7g; MONO-UNSATURATES 3.3g; POLYUNSATURATES 1.3g; FIBRE 4.2g; SODIUM 0.7g.

**PER PACK 276 CALORIES 7.3g FAT**

Produced in the UK for J Sainsbury plc  
Stamford Street London SE1 9LL  
Freephone 0800 636262

## 1. Introduction

1.1 The Food Labelling Regulations 1996 implement the EC Food Labelling Directive in Great Britain and replace earlier regulations made in 1984.

1.2 The 1996 regulations do not include exemptions that previously existed and which enabled prepacked sandwiches to be labelled with nothing more than a name. Labelling provisions that applied to other prepacked food but not to sandwiches will now be applied to these products from 1 July 1997.

1.3 The purpose of food labelling is to inform and protect the consumer. The consistent application of labelling rules also helps traders to compete on equal terms.

1.4 These guidance notes have been jointly agreed by LACOTS, the BHA, the BMMA, the BRC, the BSA and the NFMB.

1.5 In these guidance notes, the term "sandwiches" includes filled rolls, baps, french sticks, pittas and similar products.

## 2. General Labelling Requirements

2.1 From 1 July 1997, with certain exceptions (see para 3), prepacked sandwiches will be required to be labelled with:

- a) a name
- b) a list of ingredients
- c) a date mark
- d) special storage conditions (if any)
- e) the name and address of the manufacturer, packer or seller
- f) the place of origin (if by omitting it, consumers might be misled)
- g) instructions for use (if instructions are necessary)

2.2 The following words or terms are defined in the regulations:

- a) prepacked - means packed before sale in such a way that the product cannot be altered without opening the packaging;
- b) prepacked for direct sale - means prepacked by a retailer for sale on the same premises on which the food was packed, or packed on the retailer's premises and sold from the retailer's vehicle or stall;
- c) catering establishment - means a fixed or mobile restaurant, canteen, club, public house, school, hospital or similar establishment where food which is ready for consumption is prepared for delivery to the consumer

In order to qualify as a catering establishment, a business must either fall into one of the listed categories, or be of a type that is similar to one of the listed categories. A business must also prepare food for delivery to the ultimate consumer to qualify as a catering establishment.

Businesses in the listed categories will not necessarily be catering establishments, particularly pubs, clubs and schools that do not prepare their own food on the premises, but merely sell food that is prepared elsewhere.

2.3 Nutrition information must be given if a nutrition claim is made, and may be given voluntarily in other cases. Whenever nutrition information is given, it must be in the form specified in the regulations.

A nutrition claim is a statement, claim or suggestion anywhere in the labelling, explicit or implied, that the product provides or does not provide energy, or contains or does not contain protein, carbohydrate, fat, fibre, sodium, vitamins or minerals.

2.4 Promotional and voluntary (non-statutory) information may be given on food labelling where there is space to do so. The provision of statutory information always takes precedence over promotional and non-statutory information.



### 3. Name of the food

3.1 The name of the food is a key labelling requirement for the majority of prepacked food. If a name is required, it must be:

- a) a name prescribed by law or, where there is no name prescribed by law,
- b) a customary name or;
- c) a name that is as sufficiently precise as is necessary to inform the consumer of the food's true nature and ensure that there is no confusion in the consumer's mind about what the food is;

A trade or fancy name does not comply with the requirements.

#### Option 1 - names prescribed by law

3.2 Names prescribed by law are names that have to be used because the law says they must. The only circumstances where this is likely to arise in the labelling of sandwiches is in the naming of fish and shellfish ingredients, including prawns.

#### Option 2 - customary names

3.3 Customary names are names that have become commonly understood by consumers and established over time in a particular area for a particular food. The term "sandwich" is itself a customary name.

3.4 A customary name cannot suddenly come into existence, nor does a description or name necessarily become a customary name after a set period;

3.5 An unlawful or illegal name cannot become a customary name;

#### Option 3 - the "other" option

3.6 This option is often the most difficult. It consists of two separate elements, both of which have to be satisfied for a product name to be acceptable.

3.7 The name must be sufficiently precise (1) to inform a purchaser of the true nature of the food, and (2) to enable the food to be distinguished from other products with which it could be confused.

3.8 Most sandwiches are packaged in a way that gives the consumer some visual information about the product. The consumer can, for example, usually see whether white or brown bread has been used, and in such circumstances it is not essential for the type of bread to be specified in the product name. There is, of course, no reason why the type of bread should not be given if it is desired to do so;

3.9 The nature of the filling is probably the most important factor that determines whether a consumer purchases a sandwich. The name used must therefore be as precise as is necessary to inform the consumer about the nature of the filling, and ensure that the consumer is not confused or misled.

3.10 There is no requirement for the name to reiterate the ingredients list, but the name should broadly describe the product and inform the consumer about key ingredients;

3.11 As a general rule, the way in which ingredients are named by their supplier will be a guide to how the sandwich itself should be described; e.g. an ingredient supplied and labelled as "ham" may be used to make a "ham sandwich";

3.12 The name used for a sandwich containing a compound or "added value" ingredient should not suggest to the consumer that the ingredient is a "traditional" product;

3.12 Ingredient names should not be changed or "enhanced";

- e.g.
- cooked beef cannot be described as roast;
  - chicken roll cannot be described as chicken;
  - cooked pork shoulder cannot be described as ham;