



PAUL (UK) | Statement as of 12:30hrs, Friday 2nd September, 2011.

In various press, radio and television articles today there has been a survey produced detailing the salt content in bread. The report analyses the salt content in over 290 loaves of bread including three loaves of bread from PAUL. Due to a simple error in translation from French terminology to English some of the facts stated in the CASH report are incorrect.

PAUL declare that some of the wording used on our UK website clearly detailing our bread nutritional content is incorrect; we have poorly translated the term 'salt' by using the word 'sodium' therefore some of the facts stated in the CASH survey are incorrect.

The 'Compleat' and 'Ancien' bread that was analysed purchased in one of our shops in May did have a higher than average level of salt; PAUL bread recipes since May have been improved without compromising on flavour or standard with a reduction of salt by an average of 14%.

PAUL would like to share the fact that we use high quality sea salt in our bread making process in a bid to naturally keep our bread moist, inhibit mould and to help with our longer than average fermentation process thus naturally extracting flavour rather than adding salt for instant flavour. We would also like to add that PAUL natural bread contains more nutrients, flavours and fibre than most supermarket or similar bakery style breads.

PAUL are working with the Salt Reduction Strategy Team at the Department of Health to further reduce the salt content in our bread, again without compromising on our distinctive flavours and bread quality.

The PAUL (UK) website is being updated immediately to reflect that our breads are in fact lower in salt than the CASH survey and recent media publications are reporting.

PAUL will introduce new bread information labels in all shops to proudly display the salt content in bread alongside new and improved recipes to demonstrate a further reduction in salt as a result of the CASH survey.

PAUL are happy to answer any further questions.

James Fleming
CEO PAUL (UK)

For press enquiries please contact:

Iain Duncan
Brand Director (UK)
020 7420 2088
iduncan@paul-uk.com