

The image shows a large, yellow plastic bag of Kingsmill Wholemeal Thick sliced baked loaf. The bag features a large, stylized illustration of a loaf of bread on the left side. The brand name 'Kingsmill' is written in a large, blue, cursive font with a small sunburst graphic above the 'i'. Below it, the word 'Wholemeal' is written in a white, serif font inside a brown rectangular box. Underneath that, 'THICK sliced baked loaf' is written in a smaller, brown, serif font. On the right side of the bag, there is a yellow ribbon tied around the neck, which is decorated with a purple and white striped pattern. In the bottom right corner, there is a small table of nutritional information.

Kingsmill

Wholemeal

THICK sliced baked loaf

Each slice approx 40g

Energy	Fat	Saturated Fat	Sugar	Salt
448kJ	1.2g	0.3g	1.0g	0.4g
5%	2%	1%	2%	7%

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Typical values per 100g (Energy 1500kJ/350kcal)