

The image shows a large, yellow, rectangular package of Kingsmill Soft White bread. The package has a wood-grain pattern on the left side. The brand name 'Kingsmill' is written in a large, blue, cursive font with a small orange sunburst above the 'i'. Below it, 'Soft White' is written in white on a blue rectangular background. To the right of 'Soft White', the text 'now even softer' is written in blue and white. Below this, 'THICK sliced baked loaf' is written in red and black. On the right side of the package, there is a yellow ribbon tied around the neck, which is decorated with a blue and purple striped, ruffled fabric. In the bottom right corner, there is a small table of nutritional information.

Kingsmill

Soft White

now even softer

THICK sliced baked loaf

Each slice approx 30g

Energy	Tot Fat	Sodium	Sugars	Salt
1000kJ	8.9g	0.3g	1.7g	0.4g
240kcal	18%	6%	3%	8%

*% are based on the reference intake for an adult.

Source: www.nutritiondata.co.uk