

The image shows a package of Kingsmill Soft White bread. The packaging is primarily yellow with a large circular window revealing the sliced bread inside. The brand name 'Kingsmill' is written in a large, blue, cursive font with a small orange sunburst graphic 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 on a white cloud-like shape. Below this, 'MEDIUM sliced baked loaf' is printed in orange and black. At the bottom right, there is a nutrition facts table and a small note about the product being a 'Special value pack'. A yellow ribbon is tied around the right side of the package, with a decorative blue, white, and red striped bow at the end.

Kingsmill

Soft White

now even softer

MEDIUM sliced baked loaf

Per slice (approx. 25g)

Energy	Fat	Saturated Fat	Sugar	Salt
105kcal	0.8g	0.2g	1.5g	0.4g
5%	15%	5%	15%	20%

of an adult's reference intake
Percent values per 100g (Energy 1407kJ / 336kcal)