



Crumpets Survey 2016 - Full data

Notes:

Data per 100g and per portion was collected using CASH food and drink database, online and in store from the week commencing 03.10.2016. See CASH website for further information.

Data sorted from highest to lowest for salt per 100g

Colour coding according to DH Front of Pack Guidance: Green ≤ 0.3 /100g, Amber $>0.3 - \leq 1.5$ g, Red >1.5 g/100g, >1.8 g/portion for salt

Per portion nutrition information for salt calculated from per 100g and portion size

Serving size as stated on pack. Where serving size was not stated on pack, this was calculated from pack size and no. of servings per pack where given

Where pack size was missing this was calculated from serving size and no. of servings per pack where given

Responsibility Deal average salt target for 2017 for all powder raised morning goods = 1.13g salt per 100g

Responsibility Deal maximum salt target for 2017 for all powder raised morning goods = 1.25g salt per 100g

Brand	Product Name	Pack Size (g)	Servings Per Pack	Serving Size (g) (1 crumpet/pikelet)	Salt (g) per 100g	Salt (g) per serve (1 crumpet/pikelet)	Exceeds 2017 average salt target	Exceeds 2017 maximum salt target
Warburtons	Warburtons 2 Giant Crumpets	210	2	105	1.48	1.55	yes	yes
Warburtons	Warburtons 6 Crumpets/9 Crumpets	330/495	6/9	55	1.48	0.81	yes	yes
Warburtons	Warburtons Newburn Bakehouse Gluten Free, Wheat Free, Milk Free 4 Crumpets	292	4	73	1.43	1.04	yes	yes
Marks & Spencer	Marks & Spencer Made Without Wheat Gluten Free Crumpets 200g	200	4	50	1.40	0.70	yes	yes
Tesco	Tesco Pikelets	156	6	26	1.40	0.40	yes	yes
Iceland	Iceland Luxury 4 Crumpets Made With Buttermilk & Sourdough	not provided	4	not provided	1.30	0.70	yes	yes
Marks & Spencer	Marks & Spencer 6 Ultimate Crumpets 330g	330	6	55	1.23	0.68	yes	no
Marks & Spencer	M&S 6 Ultimate Five Grain Crumpets 330g	330	6	55	1.23	0.68	yes	no
Sainsbury's	Sainsbury's 6 Pikelets 160g	160	6	26.7	1.23	0.30	yes	no
Kingsmill	Kingsmill 6 Crumpets	not provided	6	not provided	1.20	0.65	yes	no
Marks & Spencer	M&S 6 Buttermilk Pikelets 160g	160	6	26.7	1.20	0.32	yes	no
Genius Gluten Free	Genius Gluten Free 4 Crumpets 220g	220	4	55	1.17	0.66	yes	no
Sainsbury's	Sainsbury's 8 Crumpets 419g	419	8	52.4	1.12	0.56	no	no
Sainsbury's	Sainsbury's 6 Toaster Crumpets 465g	465	6	77.5	1.10	0.82	no	no
The Co-operative	The Co-operative Loved By Us 6 Crumpets	342	6	57	1.10	0.60	no	no
Asda	Asda Baker's Selection 9 Crumpets	not provided	9	not provided	1.10	0.53	no	no
Taste the Difference	Sainsbury's Taste the Difference 6 Buttermilk Crumpets 351g	351	6	58.5	1.08	0.63	no	no
Sainsbury's basics	Sainsbury's Basics 6 Crumpets 249g	249	6	41.5	1.04	0.42	no	no
Rowan Hill Bakery	Lidl Rowan Hill Bakery 6 Thick & Fluffy Crumpets	300	6	50	1.00	0.50	no	no
Tesco	Tesco 8 Crumpets	400	8	50	1.00	0.50	no	no
The Village Bakery	Aldi The Village Bakery 6 Crumpets	276	6	46	1.00	0.47	no	no
Morrisons	Morrisons Crumpets 8 Pack	not provided	8	not provided	0.97	0.49	no	no
Morrisons Savers	Morrisons Savers 6 Crumpets	not provided	6	not provided	0.97	0.39	no	no
Hovis	Hovis 9 Fluffy Crumpets	513	9	57	0.91	0.52	no	no
Waitrose	Waitrose 6 Deep & Delicious Buttermilk Crumpets	not provided	6	not provided	0.75	0.48	no	no
Waitrose	Essential Waitrose 8 Crumpets	not provided	8	not provided	0.75	0.39	no	no