

# 800g Half & Half Toastie and Medium £1 PMP Promotion

8 Weeks  
26/11/17 – 20/01/18

## Who is it for?

- Perfect for families looking for the taste of white bread but with the health benefits of wholemeal.
- Consumers looking to make a step towards healthier bread.



## What is it?

- A thickly sliced loaf made from a blend of 50% Wholemeal and 50% White flour.
- Providing essential fibre and wholegrain in every bite.
- A lidded product with a square slice profile.

## What is it?

- A medium sliced loaf made from a blend of 50% Wholemeal and 50% White flour.
- Providing essential fibre and wholegrain in every bite.
- A lidded product with a square slice profile.

### Product Details

Barcode:  
5010044007656

Product Code: 254

### Product Details

Barcode:  
5010044007649

Product Code: 255