

How healthy is your brown bread?

Many people prefer brown bread to white bread, thinking it contains whole wheat atta and hence beneficial than maida breads. But here is a reality check!

CARAMEL COLOR (INS 150a–150d) OR MOLASSES to dye refined flour, to get brown hue



Caramel Color (INS 150a–150d) or Molasses is used only to impart brown color.



It does NOT add any whole grain, fiber or nutrition to the refined flour.

The distinct brown hue of most of the commercial breads available is frequently an aesthetic fabrication rather than an indicator of whole-grain content.

The Additive, Manufacturers routinely utilize is **caramel color INS 150a–150d** or **molasses** to dye refined flour, to get brown hue!

Because these colorants are legally permitted and declared in the ingredient list, the practice satisfies regulatory compliance while remaining highly misleading to consumers.



Nutritional analyses often reveal that standard white and brown breads share near-identical glycemic indexes and macronutrient profiles.



The primary ingredient in typical commercial brown bread is Refined Wheat Flour (Maida), not whole grain.

Labels like "Wheat Flour" are technically accurate because white flour originates from wheat. However, it lacks the vital bran and germ. Unless specified as 100% Whole Wheat Flour (Atta), the nutritional matrix remains unchanged from white bread.

So the next time you buy a bread, check the ingredients.

They are listed in descending order by weight. If 'Refined Wheat Flour' or Maida occupies the first position, the product is functionally white bread. Whole Wheat Flour (Atta) must be the primary component.

Quantitative Ingredient Declaration (QUID)

Verify the exact percentage of whole grain. Many commercial "wheat" breads contain as little as 15% to 20% whole wheat flour, with the remainder composed of refined starch. Prioritize formulations specifying 45% to 100% Whole Wheat.



Additive Screening

Check for the inclusion of Caramel Color (150), Malt Extract, or Roasted Barley Flour. These are typically introduced exclusively to simulate the appearance of a unrefined, high-fiber formulation.



True whole-grain bread is inherently dense, less uniform in cell structure, and explicitly states 100% Whole Wheat Flour / Atta as its leading raw material.

**For doubts and queries, please reach out:
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