

Bacon is back for breakfast as Brits shrug off processed meat fears



The traditional British fry up has made a come back as people shrug off processed meat health fears to eat bacon - but only for breakfast.

Bacon featured in 87 million more breakfasts in the UK during the past year, up by 14.3pc on last year, according to Kantar Worldpanel data.

The increased appetite comes despite it falling out of favour more generally following the publication of a World Health Organisation report which linked bacon and other processed meat to cancer, causing total sales to falling by 2.1pc over the year.

The WHO said 50g of processed meat a day increased the chance of developing certain types of cancer by 18pc, putting it in the highest risk ranking along with alcohol, asbestos, arsenic and

