

NEWS ROOM

GOOD OLD TASTE IN A NEW SHAPE**15 September 2003**

A familiar favourite - the Gardenia Classic Loaf – will be unveiled in the new shape of a square sandwich loaf.

Loyal followers of the Classic Loaf who have come to love the bread for its distinctly fragrant aroma, softer texture, thick-cut slices and a deliciously richer taste, will find this new shape a welcome change and a better choice for sandwiches and toast.

Now...you can have the convenience/ease of creating delicious sandwiches, while still enjoying the same melt-in-your-mouth richness and thickness with each bite! Pick up a loaf of this familiar treat of pure indulgence today...in its new shape!

Retailing at \$2.00 per pack, Gardenia Classic is available at all major supermarkets and selected stores.

