

NEWS ROOM

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A TOAST TO BETTER HEALTH WITH NEW & IMPROVED GARDENIA HIGH FIBRE WHITE BREAD

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Never thought white bread can be healthy? On 4 March 2003, Gardenia Foods provides the perfect answer by launching a white bread that is not only high in fibre, but also the first and only in Singapore with added Omega and Inulin (soluble fibre). The good news is this loaf offers the best of both worlds – it scores high on health by having the same fibre content as wholemeal bread; and is a winner on taste by retaining the unique softness of white bread. Finally, you can have your 'cake' and eat it too!

The new and improved Gardenia High Fibre White Bread helps to enhance general well-being by offering more nutrition and good taste in a pack. Freshly baked with a new formula, it is not only deliciously softer but also healthier. The added ingredients with multiple health-promoting qualities make this loaf a perfect choice for both adults and growing children.

Fibre:	Double the content in white bread for better digestion.
Omega 3 and 6:	Essential polyunsaturated fatty acids.
Inulin (soluble fibre):	Helps to support the growth of beneficial bacteria in the intestinal tract for a healthy digestive system.

Looking after the family's health starts with making the right food choices. So make the High Fibre your daily bread today and start eating your way to a healthier lifestyle!

Retailing at \$1.90 per pack, look out for the improved Gardenia High Fibre White Bread in new packaging at all major supermarkets and selected stores.

As part of an updating process, Gardenia has also recently revamped the packaging of its Enriched White Bread, Jumbo 600, Whitemeal Bread and Fine Grain Wholemeal Bread. Colours have been enhanced and the design, improved, to create greater visual appeal and make the products more eye-catching.



In recognition of Gardenia's branding efforts, the company is a recipient of the Superbrands award – a tribute paid to leading brands in a country by the Superbrands organisation. This international organisation currently operates in 17 countries, and recognises top brands within various industries based on specific qualities such as goodwill, customer loyalty and overall market acceptancy.

