

## NEWS ROOM

1

**GARDENIA NUTRI MULTI-GRAIN – MORE GRAINS IN YOUR BREAD, THE NATURAL WAY TO A HEALTHIER YOU****28 April 2004**

The key to achieving good health starts simply with eating right. Introducing 2 latest additions to the Gardenia family – **Gardenia Nutri Multi-Grain and Gardenia Lite Meal Rolls** – to double your enjoyment for a wholesome treat! What's more? As a special introductory offer from **3 to 23 May 2004**, the Lite Meal Rolls is yours FREE instantly, with every purchase of the Nutri Multi-Grain. Promotion valid whilst stocks last.

With the new Gardenia Nutri Multi-Grain, wholesome goodness now comes readily packaged in a loaf that is delightfully aromatic, soft and delicious. Baked with a choice blend of grains and seeds, Gardenia Nutri Multi-Grain is a bread that has been specially developed to answer a growing demand for whole grains as more people recognise the importance to maintain a healthy lifestyle; and how to achieve this naturally.

A unique combination of nature's 12 best grains, this hearty loaf is an excellent source of complex carbohydrates, dietary fibre and essential vitamins & minerals, spelling nutrition in every slice. With each bite, discover the natural benefits of **Flax Seeds, Rye Flakes, Soy Grits, Sesame Seeds, Rolled Oats, Triticale, Barley Flakes, Whole Spelt, Purple Wheat Flakes, Sunflower Seeds, Millets, Quinoa.**

The ingredients are combined to provide goodness packed with taste, which can be easily incorporated into your daily eating pattern.

This healthy loaf is available at all supermarkets, convenience stores, petrol marts and selected general retailers, retailing at \$2.65 per loaf. The Lite Meal Rolls, with the added nutrition of wholemeal flour and oat fibre, will retail at **\$1.20** for a pack of 6 from 24 May.

With the introduction of Gardenia Nutri Multi-Grain, the Hearty Wholemeal Loaf (previously retailing at \$2.65 also) will no longer be available, as the Gardenia range now offers a vast 25 varieties of loaf breads and buns.

