

NEWS ROOM

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SIZE MATTERS! GARDENIA JUNIOR 320 - SMALLER SIZE, GREATER VALUE**7 February 2006**

Gardenia is pleased to introduce the new **Gardenia Junior 320**. You can now enjoy the ever popular and wholesome goodness of Gardenia Enriched White Bread in a smaller, more convenient pack. Gardenia Junior 320 is the ideal choice for smaller families and those who prefer a fresh loaf daily.

What's more... Gardenia Enriched White Bread now comes with a new improved formula. The new recipe promises you white bread that is now softer and better than ever!

With the addition of Gardenia Junior 320 to the existing range of Gardenia Enriched White Bread and Gardenia Jumbo 600, you get to choose between 3 different pack sizes to suit your family needs.

Available at all supermarkets, convenience stores, petrol marts and selected general retailers from 7 February 2006, Gardenia Junior 320 retails at \$1.25 per loaf.

