

NEWS ROOM

FIRST BAKERY IN SINGAPORE TO RECEIVE GOLD AWARD—15 CONSECUTIVE YEARS OF 'GRADE A' STATUS**23 July 2010**

SINGAPORE, July 2010 – Gardenia has recently been accredited as the first bakery in Singapore to receive the Gold Award from the Agri-Food and Veterinary Authority (AVA) for achieving Grade 'A' status for 15 consecutive years (1995-2009), in recognition for excellence in food hygiene, sanitation and processing.

Food safety is a top priority at Gardenia as we provide fresh bread daily to nearly 200,000 Singaporean households. At Gardenia, strong emphasis and stringent checks are put in place at each stage of the bread making process – from careful selection of the incoming ingredients, and through the many stages of the baking process, all the way to the finished product of freshly baked breads.

The ingredients used in our bread are sourced only from certified suppliers with high standards of food safety assurance programmes, and these are subject to incoming quality inspections and tests to ensure that they conform to Gardenia's quality and safety specifications.

The Gardenia bakeries are equipped with machines imported from Germany and the USA. These machines have been designed to ensure food safety, and to prevent foreign material contamination. Our Engineering department has an effective preventive maintenance programme which ensures that our premises, facilities and production equipments are properly maintained and in good operational condition. Internal audits are conducted regularly by the Quality Assurance team to ensure compliance.

In addition, all of our production employees are required to undergo mandatory training and follow a stringent set of work processes to ensure that our products meet the discerning demands of our consumers. Our employees are equipped with knowledge and experience to identify potential problems quickly, and take prompt action if required.

Beside ensuring good quality products, Gardenia provides a range of healthier choice products for students in various schools around Singapore. All the items in the Gardenia Snack Vending Machines are also certified with the Healthier Choice Symbol (HCS), thus ensuring proper and



healthy nutrition for the students. Gardenia plans to bring in more of such healthy snack vending machines to meet the demand for the students.

Gardenia's success can be attributed to our excellent product quality and consistency. Maintaining high food safety standards has hence been a conscious effort of Gardenia to provide the best products for our consumers. Over the years, Gardenia has implemented a wide range of food safety measures. These range from good hygiene to manufacturing practices in the early years and later moving on to the more internationally recognized quality assurance programmes like the ISO 9001 and the Hazard Analysis and Critical control Point (HACCP). The two quality assurance systems require Gardenia to be subject to regular stringent audits by these external certification bodies.

Gardenia is honoured to be the first bakery to receive this Gold Award. At the same time, with this award, Gardenia's responsibility is now enhanced to continue to be the leader in setting high standards for the bakery industry. Dr Ng Cher Siang, General Manager says, "The 15 consecutive years of Grade 'A' status is testament to Gardenia's unflagging commitment as a trusted bakery brand in Singapore to provide excellent quality, fresh and tasty breads to our consumers".

Despite a competitive environment, Gardenia has remained the market leader till today. This speaks volumes for the many painstaking efforts that have been invested to ensure that the product is constantly a cut above the rest. Currently, Gardenia has 44 varieties of freshly baked breads and buns that cater to every need.

