

GARDENIA VENDING MACHINE: DAILY FRESH GARDENIA BREAD AT YOUR CONVENIENCE!

July 2010

SINGAPORE, July 2010 – Imagine having your daily fresh loaf of Gardenia bread 'delivered' right to your doorstep. Just think of the time saved by not having to queue at check-out counters or travel to the nearest shop! After years of clamouring for a home delivery service, this is no longer wishful thinking. In response to consumer demand, Gardenia is embarking on a project to serve the needs of consumers better and to finally make their wish come true with the launch of the **Gardenia Bread Vending Machine**.

Gardenia is the 1st bakery in Singapore to introduce a bread vending machine that offers the convenience of 'home delivery' 24 hours a day, 7 days a week, come rain or shine. No need to pre-order or decide in advance what you want-just press a button and voila! A fresh loaf as and when you want! The range of bread loaves and buns in the Gardenia vending machine are replenished daily, ensuring that only the best and the freshest reaches consumers.

The Gardenia Bread Vending Machines have a capacity of 120 items each and will be placed in residential estates. The launch of the bread vending machines has been a long-awaited one, following a period of thorough research and development of the bread vending machines. As there were no viable prototypes available in the market, Gardenia had to work with vending machine manufacturers to specially customize a machine to suit the range of breads and buns dispensed. A successful pilot project was subsequently test-launched at various locations with 5 bread vending machines.

Demand has been good and to serve consumers better, Gardenia has installed 130 bread vending machines at various locations around the island since April 2009. Some of the locations include selected condominiums, housing estates, tertiary institutions and schools.

There are also plans for Gardenia Snack Vending Machines to be placed in schools to provide healthy snacks to school-children at all hours of the day. Many school-going children have to stay back and spend a lot of time after school and even during the school holidays for CCAs and additional classes. Hence, to meet the nutritional needs of these young children, Gardenia has decided to provide the Gardenia Snack Vending Machine to schools as a value-added service that is especially useful at odd hours such as after school or on Saturdays and during school holidays when the tuckshop is closed, as it means the students do not have to go hungry.



In addition, 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 snack vending machines to meet the demand for them.

Parties interested in either the **Gardenia Bread Vending Machine** or the **Gardenia Snack Vending Machine** can contact Gardenia's Sales department at 6778-5666 for enquiries.

