



FOR IMMEDIATE RELEASE

Gardenia Ciabatta is 'crispy on the outside, chewy and moist inside'.



SINGAPORE, October 2012 - Whet your appetite for sandwiches with freshly baked artisan sandwich breads from Gardenia. These European-style gourmet breads are formulated to give you the perfect shape and size for the convenience of modern bread lovers. They are excellent for making single serve sandwiches that everyone in the family will enjoy.

Gardenia Ciabatta, popularly known as the 'Slipper Bread' in Italian, is light in texture and rich in flavour. This chewy, light and tasty gourmet bread is bursting with natural oven-baked aroma of Wheat Sauer and Rye Sourdough. Infused with aroma of olive oil in the recipe, Gardenia Ciabatta will satisfy your craving for a perfect sandwich even before your first bite. When lightly toasted, you will be delighted by the light and airy texture beneath the thin crust crispy. It is simply 'crispy on the outside, chewy and moist inside'.

Gardenia Ciabatta sandwich bread is freshly baked in Singapore. Look out for them on the shelves at major Supermarkets and Hypermarkets, at \$2.20 for a packet of 4 pieces.

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About Gardenia Foods (S) Pte Ltd

Gardenia was first established as a small family-run bakery in 1978. It soon became famous for its Enriched White Bread created by the experienced American Master Baker, Horatio 'Sye' Slocumm, who had 35 years experience in the bakery business.

The secret to Gardenia's success lies in its traditional American recipe that has been tried and tested for generations. Over time, further improvements have been made to the range of recipes and the method of processing, especially in the area of automation.

All these ensure that the aroma, taste and keeping qualities of the bread are consistently being maintained. The range of products has also grown to more than 50 varieties of freshly baked bread, buns and frozen products that cater to every occasion.

Today, Gardenia is the market leader with over 30 years of history under its belt and has remained a household favourite for generation after generation by staying true to the same enduring qualities of trust, reliability, good taste and freshness that has made our breads ***so good... you can even eat it on its own!***

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