



FOR IMMEDIATE RELEASE

Launch of **Gardenia Hi Calcium Milk Bread Plus (400g)**

SINGAPORE, April 2015

Be delighted by the milky goodness of **Gardenia Hi Calcium Milk Bread Plus (400g)** which is high in calcium to support the development of strong bones and teeth. Plus, fortified with Vitamin D3 to enhance the absorption of calcium and improve bone strength. Plus, enhanced with prebiotics (Inulin) to promote growth of good Bifidus bacteria to help maintain a healthy digestive system. There is also added benefit of Lutein in this new wholesome loaf.

Gardenia Hi Calcium Milk Bread Plus (400g) is freshly baked in Singapore and bursting with nutritional goodness for you and your family.

Gardenia Hi Calcium Milk Bread Plus (400g) will be introduced on 10th April 2015, at the retail price of \$2.80 per loaf and available at all leading supermarkets, hypermarkets and selected convenience stores in Singapore.



Gardenia Foods (S) Pte Ltd
224 Pandan Loop Singapore 128411
Telephone (65) 6778-5666
Facsimile (65) 6873-5492
Email: prelations@gardenia.com.sg
www.gardenia.com.sg



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 65 varieties of freshly baked bread, buns and frozen products that cater to every occasion.

Today, Gardenia is the market leader with over 35 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!**