



FOR IMMEDIATE RELEASE

Gardenia Oats & Honey Bread, made with love, filled with goodness!

SINGAPORE, July 2014

Gardenia Oats & Honey Loaf is freshly baked with a hearty combination of premium rolled **Oats**, **Chia seeds**, **Honey** and **Sunflower seeds**. This special blend of hearty ingredients provides plenty of good health benefits for the whole family.

Gardenia Oats & Honey Loaf is not only 20% lower in saturated fats than other regular wholemeal breads but also endorsed with the Healthier Choice Symbol by Singapore Health Promotion Board.

Both **Oats**, a widely eaten wholegrain and **Chia seeds** are natural sources of dietary fibre that aid our digestive system. **Chia seeds** also contain alpha-linoleic acid, a type of Omega 3 that is good for our heart. **Honey** is a natural antioxidant that also promotes good heart health while **Sunflower seeds** are an excellent source of essential vitamins and minerals.



Be delighted by the soft texture of Gardenia Oats & Honey Loaf, with the great taste of Oats as well the natural sweetness of Honey, Chia Seeds and Sunflower Seeds. This loaf is perfect for making healthy and delicious sandwiches for you and your family.

From 08 July 2014, you can enjoy the Healthier Choice Gardenia Oats & Honey Loaf for \$3.20 per loaf and it is available at all leading supermarkets, hypermarkets and selected convenience stores in Singapore.

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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 60 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!***

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