



GARDENIA WRAPS

SINGAPORE, April 2012 – Wraps may not be the first thing to come to mind when one is planning for meals, but many of us do not realize the tremendous versatility which such simple flat breads can offer!



As the leading bread manufacturer, Gardenia recognizes the potential of wraps being an extension of the bread family, and an excellent accompaniment for consumers in their search for convenient and appealing meals. With this in mind, Gardenia has newly developed three wraps - The Gardenia Original Wraps, Wholemeal Wraps and the Garlic Wraps to provide handy and nutritious meal solutions which the whole family can enjoy. Each pack of Gardenia wraps contains five pieces of soft wraps, and comes in convenient, resealable bags to keep the wraps fresh and soft even after opening.

The Gardenia Wraps are now available at \$2.50 per pack of 5 pieces, at major supermarkets and selected convenience stores. Let your imagination cook up new recipes. With Gardenia Wraps, you can be as creative as your ingredients allow.

Creativity with Gardenia Wraps

With a dash of creativity, one will be pleasantly surprised to discover how easy the Gardenia Wraps can make any meal fun and appealing. Fill a wrap with your favourite ingredients to pack a time saving and portable meal for your lunch box, use the wraps to assemble a yummy pizza with your children, or enjoy guilt free snacking by baking sliced up pieces of wraps into chips! For a healthier alternative, use the Gardenia Wholemeal Wraps which contain a good source of dietary fibre and whole grains to make small, simple steps to integrate healthy eating habits for your whole family!