



## GARDENIA – GO HEALTHY WITH GRAINS!

**SINGAPORE, March 2011** – Introducing the new Super Soft & Fine Gardenia Enriched Wholemeal White (50%) and the Gardenia Enriched Wholemeal Bread (100%), the latest addition to the family of Gardenia wholemeal loaves! These healthier loaves meet the ‘Higher in Whole-Grains’ nutritional guidelines set by Health Promotion Board (HPB) and have been certified with the Healthier Choice Symbol in line with HPB’s campaign to raise awareness of the benefits of whole-grains.

Specially created for those who shy away from the grainy texture of traditional wholemeal breads, the Gardenia Enriched Wholemeal White (50%) and the Gardenia Enriched Wholemeal Bread (100%) are super soft so they are perfect for consumers who would like to switch from white bread to the healthier wholemeal category.

The usage of super fine wholemeal flour to create these two deliciously soft loaves is an innovative breakthrough of Gardenia, enabling consumers to enjoy the wholesome goodness of wholemeal with the softness of their favourite white breads. The delightfully soft texture will be well-liked by both adults and kids.

Enriched with vitamins and minerals, the Gardenia Enriched Wholemeal White (50%) is made from 50% super fine wholemeal flour and available at \$2.10 per loaf, while the Gardenia Enriched Wholemeal Bread (100%) is made from 100% super fine wholemeal flour and comes in a smaller pack of 300g at \$1.70 per loaf at major supermarkets and selected convenience stores. With the addition of these new loaves, there are now a total of 6 different Gardenia wholemeal & multi-grain breads. Enjoy the wholesome goodness of grains with Gardenia’s wholemeal & multi-grain loaves to give you and your family a nutritious boost for better health. Go Healthy with Grains with Gardenia!

### Benefits of Whole-grains

Whole-grains contain lots of goodness as they are rich in beneficial phytochemicals and antioxidants, and a good source of Fibre, Vitamins B, E and Iron. Consuming whole-grains has been shown to reduce the risks of heart diseases, diabetes, constipation and certain cancers. Furthermore, for those who are weight conscious, whole-grains will make one feel full longer. For healthy diets, it is recommended to include at least 50grams of whole-grains in our daily consumption. One of the most convenient ways to introduce whole-grains in our diet is by consuming wholemeal breads and meeting the daily requirement is now made easy with more selection of wholemeal breads from Gardenia!



Gardenia Enriched Wholemeal White (50%)



Gardenia Enriched Wholemeal Bread (100%)