



FOR IMMEDIATE RELEASE

Launch of **Gardenia Spelt, Quinoa & Purple Wheat Country Loaf!**

SINGAPORE, May 2015

Our Gardenia range of Country Loaves now has a new member, the Gardenia Spelt, Quinoa & Purple Wheat Country Loaf. This new artisanal loaf is freshly baked with a superior blend of heritage grains – Spelt, Quinoa & Purple Wheat.

Both Spelt and Quinoa are popular heritage grains of choice amongst the modern health-conscious consumers. The nutrient profile of these heritage grains remains intact to their natural goodness.

Be delighted by the artisanal nutty taste of the Gardenia Spelt, Quinoa & Purple Wheat Country Loaf which contains sourdough, olive oil, flax seeds and sunflower seeds.

The Purple Wheat flour used in this new Gardenia Country Loaf, naturally imparts an appealing shade of lavender in the crumb of the loaf and also contains Anthocyanin which is an anti-oxidant, beneficial to your wellbeing.

From 15 May 2015, you can enjoy the **Gardenia Spelt, Quinoa & Purple Wheat Country Loaf** for \$3.90 a loaf and it is available at selected leading supermarkets and hypermarkets 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!**