



FOR IMMEDIATE RELEASE

Gardenia Singapore adds Wholemeal Hamburgers Buns & Wholemeal Hotdogs Buns to its widest range of Healthier Choice products



SINGAPORE, March 2013 – For those of you Hamburger and Hotdog eaters, Gardenia has now introduced a Healthier Choice Wholemeal options for Hamburger and Hotdog Buns to go together with the usual meat patties, sausages or any of your favourite fillings.

These buns are not only healthier with the HCS (Healthier Choice Symbol) endorsed by HPB (Health Promotion Board of Singapore), they are also higher in whole-grains and contain no Trans Fats.

Gardenia Wholemeal Hamburger Buns and Wholemeal Hotdog Buns are freshly baked with 20% Superfine Wholemeal Flour to give you the healthy benefits of whole-grains and the same softness of white bread without the gritty texture.

Gardenia is once again the leading bakery in Singapore's packaged bread industry to provide you with an option to make your home-made burger and hotdog recipes healthier and tastier for the whole family to enjoy.

With these two additions of whole-grains buns, Gardenia provides the bread eaters in Singapore with the widest choice of whole-grains breads. Currently, Gardenia has a total of 11 types of whole-grains bread products which are endorsed with the Healthier Choice Symbol by HPB.

Gardenia Wholemeal Hamburger Buns and Wholemeal Hotdogs are freshly baked in Singapore. They are available at major Supermarkets and Hypermarkets, at \$1.60 for a packet of 4 buns.

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 56 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!***

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