

**FOR IMMEDIATE RELEASE**

**GARDENIA BREAD STIX**



**SINGAPORE, July 2012** – Tuck into Gardenia's latest products, the freshly baked Gardenia Bread Stix with two available savoury variants- Tomato & Cheese and Garlic & Herbs.

Subtly infused and not overpowering, the taste of the Gardenia Tomato & Cheese Bread Stix is just perfect to whet the appetite of the young consumers. Gardenia Garlic & Herbs Bread Stix is also perfectly combined to give the aromatic delectable taste in every bite.

Soft and chewy, Gardenia Bread Stix serves as a great appetizer and perfect companion especially with hot soups or dips. For those hurried for time, you can even eat it on its own as a snack anytime of the day.

Freshly baked, Gardenia Tomato & Cheese and Garlic & Herbs Bread Stix are now available at S\$1.90 per pack of 4 pieces, at major supermarkets and selected convenience stores.



## 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 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 been expanded; there are currently more than 50 varieties of freshly baked bread, buns and frozen products that cater to every need and occasion.

Today, Gardenia is the market leader with over 30 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 it so good... you can even eat it on its own!

### Gardenia's Range of Breads

#### **Sandwich Breads**

- Junior White Thick Slice
- Enriched White
- Jumbo Enriched White
- High Fibre White
- Hi Calcium Milk
- Whitemeal
- Fine Grain Wholemeal\*
- Junior Fine Grain Wholemeal\*
- Enriched Wholemeal (100%)\*
- Enriched Wholemeal White (50%)\*

#### **Fruit Loaves**

- California Raisin
- Fruit & Nut
- Banana Walnut
- Corn

#### **Specialty Breads**

- Original Wholemeal\*
- Low GI Nutri Multi-Grain\*
- Focaccia

#### **Country Loaves**

- Cranberry Fruity Loaf
- Multigrain Country Loaf
- Light Wholemeal Loaf
- Walnut Country Loaf
- Royal White Bread
- Plain Half Baguette
- Plain Hard Rolls
- Onion Hard Rolls
- Mediterranean Panini

#### **Frozen Range**

- Garlic Bread Walnut
- Garlic Bread Multigrain
- Mini Ciabatta
- Walnut Hard Rolls
- Half Baguette

#### **Bread Stix**

- Garlic & Herbs [NEW]
- Tomato & Cheese [NEW]

#### **Cream Rolls**

- Mango & Passion Fruit
- Strawberry
- Chocolate

#### **Filled Buns**

- Kaya Lattice Bun [NEW]
- Red Bean Lattice Bun [NEW]
- Chocolate
- Vanilla
- Sweetcorn
- Twiggies Choc-A-Lot
- Twiggies Cream Dream
- Chocolate Twist Bun
- Pandan Custard Twist Bun

#### **Variety Buns**

- Hamburger
- Hot Dog
- Raisin
- Butter
- Lite Meal

#### **Wraps**

- Original
- Wholemeal
- Garlic

\* Wholemeal Loaves from the Gardenia Wholemeal range. Singapore's Health Promotion Board recommends 2-3 servings of wholemeal products per day.