

FOR IMMEDIATE RELEASE

Enjoy the Goodness of Brown Rice Anytime! **Launch of Gardenia Brown Rice & Oat Soft Grain Loaf**



SINGAPORE, June 2018 – More people are consuming wholegrain rice in Singapore for better health. The new **Gardenia Brown Rice & Oat Soft Grain loaf** is specially designed for consumers who are health conscious and wish to enjoy the goodness of brown rice and oats at any time of the day!

Brown rice grains are known to be harder to chew, but Gardenia worked with our supplier to specially mill brown rice into a fine flour texture to create the soft, nutritious and yummy bread. This loaf emits the fragrance of brown rice, and is so soft that one can simply eat it on its own.

With this latest addition, Gardenia has a variety of 14 wholegrain products endorsed with the Healthier Choice Symbol by Health Promotion Board, Singapore. This provides grocery shoppers with more wholegrains alternatives, as more Singaporeans seek to replace their intake of refined carbohydrates with complex carbohydrates which is essential for a completed and balanced diet.

The nutritious **Gardenia Brown Rice & Oat Soft Grain Loaf** contains selenium, a vital mineral that increases our body's immunity and promotes healthy metabolism. It is also high in calcium for bone health and protein, providing essential amino acid in the building and maintenance of body tissues. What's more, the **Gardenia Brown Rice & Oat Soft Grain Loaf** is packed with Vitamins A, E & D*!

The **Gardenia Brown Rice & Oat Soft Grain Loaf** is retailing at S\$3.30 and is available at leading supermarkets, hypermarkets and selected convenience stores. For our brown rice lovers, you can now enjoy the nutritious brown rice without even turning on your rice cookers! Grab a loaf today!

***Nutritional Benefits of Gardenia Brown Rice & Oat Soft Grain Loaf:**

Vitamin D
Helps support calcium absorption and improves bone strength.

Protein
Provide essential amino acid in the building and maintenance of body tissues.

Calcium
Helps to support development of strong bones and teeth.

Vitamin E
An antioxidant that helps protect cells in the body.

Prebiotics
Promotes the growth of good Bifidus bacteria to help maintain a healthy digestive system.

Vitamin A
Essential for the functioning of the eyes.

Brown Rice & Oat Soft Grain Loaf
 High in Protein & Calcium
 Contains Selenium
 Contains Vit A, D, E

Singapore's No.1 Steaming Bread Brand
 No.1 WHOLEMEAL BREAD BRAND

**So Soft & Fragrant...
 You can even eat it on its own!**

Friends of Gardenia
www.gardenia.com.sg



About Gardenia Foods (S) Pte Ltd

Gardenia was first established as a small family-run bakery in 1978. 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 50 varieties of freshly baked bread, buns and frozen products that cater to every occasion.

Today, Gardenia is the market leader with 40 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!***

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