

FOR IMMEDIATE RELEASE

Gardenia Country Loaves, Now with Sourdough!

- Improved recipe and a fresh new look

FRESH NEW LOOK!
IMPROVED WITH SOURDOUGH

Buy & Win*
01 - 31 Oct 2018

Buy any Gardenia Country Loaf & stand a chance to WIN Campbell's Soup Hamper and Shopping Vouchers **WORTH \$100!**

40 sets to be won

SMS to 9771 0187 and submit a photo of your receipt in the provided link.
GardeniaCL<space>Name<space>Receipt no.<space>Gender
E.g GardeniaCL Lucy Tan 9876 F
Please retain receipt as proof of purchase for prize collection. *T&Cs apply. Check www.gardenia.com.sg for more details.

SINGAPORE, October 2018 – Sourdough bread is fast becoming popular in Singapore, as locals gain a greater appreciation of artisan breads and their crusty exterior with a good chew. Sourdough has been used around the world for centuries and has contributed towards creating a large variety of bread types with highly distinctive tastes.

Not only does sourdough provide a unique flavour, it improves the overall texture of the loaf. In addition, sourdough promotes better digestibility of bread which aids the absorption of micro-nutrients like minerals and vitamins. Riding on these various

benefits and the increased consumer demand, Gardenia's range of Country Loaves* is now **improved with sourdough!**

The sourdough in Gardenia's country loaves is made from **natural live starter culture** that contains **lactobacteria**. The live starter culture with lactobacteria is combined with wheat flour, water, salt and other ingredients in a special fermenter. The mix is then allowed to ferment for **16 hours**, the lactobacteria helps in the fermentation process, giving the loaf a delicious and airy crumb whilst achieving an enhanced and distinct flavour.

Besides improving our recipe, the full range of Gardenia Country Loaves are now refreshed with a new classy look with black and gold packaging! Pre-sliced for your convenience, Gardenia Country Loaves are best served lightly toasted. Pick them up from selected leading supermarkets and hypermarkets in Singapore.

From 1 to 31 October 2018, with any purchase of Gardenia Country Loaf, consumers stand to WIN a set of Campbell's Soup Hamper and shopping vouchers (worth \$100) by taking part in our SMS lucky draw promotion! 40 sets of prizes to be won! More details on the promotion available at:

www.gardenia.com.sg/promotions

Gardenia's Range of Country Loaves

1. * *Light Wholemeal Loaf (Improved with sourdough)*
2. * *Multigrain Country Loaf (Improved with sourdough)*
3. * *Walnut Country Loaf (Improved with sourdough)*
4. * *Spelt, Quinoa & Purple Wheat Loaf (Improved with sourdough)*
5. *Plain Half Baguette*
6. *Ciabatta*
7. *Mediterranean Panini*

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!***