



FOR IMMEDIATE RELEASE

Double the Enjoyment in Every Bite! *New Gardenia Dual Cream Wholemeal Cream Rolls*



SINGAPORE, Mar 2018 – Get double the enjoyment in every bite with the two new additions of Gardenia Dual Cream Wholemeal Cream Rolls! Created for your convenience and enjoyment, each roll is filled with a yummy combination of two cream flavours of Banana & Chocolate, and Milk & Chocolate. Definitely a perfect snack for chocolate lovers of all ages at any time of the day!

Enjoy smooth banana cream paired with a rich chocolatey taste in the **Gardenia Enriched Banana & Chocolate Wholemeal Cream Roll**.

For those who prefer the creaminess of milk chocolate, the soft and fluffy **Gardenia Enriched Milk & Chocolate Wholemeal Cream Roll** is perfect for your palate. Good things come in twos indeed!

Filled with delicious dual cream, each wholemeal bread roll is made with Super Fine and Soft Wholemeal Flour and enriched with vitamins B1, B2 and B3. With these latest additions to Gardenia's family of Cream Rolls, consumers will be spoilt for choice with the wide selection of 8* delectable variants!

The Gardenia Cream Rolls are retailing at S\$1.00 each and are available at leading supermarkets, hypermarkets and selected convenience stores. Grab one on your way to school or work, or pack one along for your family's outings!

* 8 variants of Gardenia Cream Rolls

- 1) Gardenia Enriched Banana & Chocolate Wholemeal Cream Roll (NEW!)
- 2) Gardenia Enriched Milk and Chocolate Wholemeal Cream Roll (NEW!)
- 3) Gardenia Enriched Chocolate Wholemeal Cream Roll
- 4) Gardenia Enriched Strawberry Wholemeal Cream Roll
- 5) Gardenia Enriched Cookies & Cream Wholemeal Cream Roll
- 6) Gardenia Enriched Butter Sugar Wholemeal Cream Roll
- 7) Gardenia Enriched Peanut Butter & Caramel Wholemeal Cream Roll
- 8) Gardenia Enriched Cranberry & Vanilla Wholemeal Cream Roll

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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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