



FOR IMMEDIATE RELEASE

Good Things Come in Twos!

- New Gardenia Dual Cream Wholemeal Cream Rolls



SINGAPORE, Feb 2017 – Wishing for more than one flavour or a perfect combination of taste in your snack? The new Gardenia Dual Cream Wholemeal Cream Rolls are created for your convenience and enjoyment, with the delicious fusion of two cream flavours of Cranberry & Vanilla, and Peanut Butter & Caramel. Good things come in twos indeed!

The perfect pairing of zesty cranberry with rich vanilla cream in the new **Gardenia Enriched Cranberry & Vanilla Wholemeal Cream Roll** provides a refreshing taste; while the smooth peanut butter and caramel cream in the **Gardenia Enriched Peanut Butter & Caramel Wholemeal Cream Roll** is definitely a preferred choice for the peanut butter lovers!

Packed with a generous dose of dual cream, each wholemeal bread roll is made with Super Fine and Soft Wholemeal Flour and enriched with vitamins B1, B2 and B3. Consumers will be spoilt for choice with the wide selection of 7* delectable variants of Gardenia Cream Rolls, now even softer from the improved bread recipe!

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 work or pack one along for your family's outings!

*** 7 variants of Gardenia Cream Rolls**

- 1) Gardenia Enriched Chocolate Wholemeal Cream Rolls
- 2) Gardenia Enriched Strawberry Wholemeal Cream Rolls
- 3) Gardenia Enriched Mango & Passionfruit Wholemeal Cream Rolls
- 4) Gardenia Enriched Cookies & Cream Wholemeal Cream Rolls
- 5) Gardenia Enriched Butter Sugar Wholemeal Cream Rolls
- 6) Gardenia Enriched Peanut Butter & Caramel Wholemeal Cream Roll (NEW!)
- 7) Gardenia Enriched Cranberry & Vanilla Wholemeal Cream Roll (NEW!)

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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 60 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!***

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