

FOR IMMEDIATE RELEASE

GARDENIA LATTICE BUN



SINGAPORE, July 2012 – Love the traditional Singapore favourites like Red Bean or Kaya? Gardenia Lattice Buns are here to satisfy your palate!

Gardenia Lattice Buns are soft and filled with sweet, delightful servings of Red Bean or fragrant Pandan Kaya. With each bite, you are assured of delicious and wholesome taste.

Gardenia Lattice Buns come in a sealed pack of two pieces for your convenience and they serve as an ideal breakfast or snack to share with your family and friends at anytime of the day. Gardenia Lattice Buns are trans-fat free, Halal certified and suitable for everyone.

Freshly baked, Gardenia Lattice Buns are now available at S\$1.60 per pack, at major supermarkets and selected convenience stores. Sink your teeth into Gardenia Lattice Buns today!



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.