

FOR IMMEDIATE RELEASE

Little Bites, Big Adventure! **Launch of Gardenia Little Bites Soft Buns**



SINGAPORE, July 2020 – Introducing **Gardenia Little Bites Soft Bun**, which comes in two exciting flavours and conveniently packed for on-the-go snacking!

The Gardenia Little Bites Creamy Hokkaido Cream Soft Bun is a fluffy chocolate soft bun brimming with delightful and smooth Hokkaido Milk cream, and the **Gardenia Little Bites Rich Chocolatey Cream** is an indulgent offering with rich, velvety cream filling.

Targeting at the younger generation and adult consumers who are seeking for bite-sized, calorie-friendly snack items, the new Gardenia Little Bites buns

(30g) also contain Vitamins B1, B2 and B3 and are high in calcium, making them irresistible for people of all ages!

The **Gardenia Little Bites Creamy Hokkaido Cream Soft Bun** and **Gardenia Little Bites Rich Chocolatey Cream Soft Bun** is retailing at S\$0.70 each and is available at leading hypermarkets, supermarkets and selected convenience stores. Pick up these irresistibly adorable and tasty soft buns for a yummy snack or gift it to someone to brighten up their day!



About Gardenia Foods (S) Pte Ltd

Gardenia was first established as a small family-run bakery in Bukit Timah, Singapore 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 over 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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