

**FOR IMMEDIATE RELEASE**

## **A softer Low GI bread for your better health!**

### **- Launch of Gardenia Low GI Soft Grain Loaf**

**SINGAPORE, May 2018** – With the focus on cultivating healthier diet and reducing the risk of diabetes for Singaporeans, Gardenia has specially formulated its second Low GI (Glycemic Index) loaf that is suitable for both the health conscious consumers and people with diabetes.

An alternative to the current Gardenia Low GI Nutri Multi-Grain Loaf which is grainier in texture, the new Soft Grain Loaf appeals to consumers who prefer a softer and easy-to-chew loaf.

The loaf's softer texture is achieved through the usage of barley flour, a key ingredient in the

**Gardenia Low GI Soft Grain Loaf**. Barley flour's natural low GI value promotes slower digestion and absorption of carbohydrates, resulting in a slower release of glucose into the blood stream. This allows for a better control of blood sugar level. Freshly baked with 90% Wholemeal, Barley Flour and Rolled Oats, the **Gardenia Low GI Soft Grain Loaf** also contains prebiotic and a soluble fibre, Beta-Glucan, which is known to reduce bad cholesterol.

As Singapore's No.1 Wholemeal Bread Brand\* in Singapore, Gardenia continues to advocate healthy eating by offering a variety of wholemeal and multi-grain breads that caters to different palates. With the prevalence of diabetes on the rise, both the young and seniors will find the **Gardenia Low GI Soft Grain Loaf** especially suitable for their diet.

**Gardenia Low GI Soft Grain Loaf** is endorsed with the Healthier Choice Symbol by Health Promotion Board, Singapore. From 9 May to 7 June, enjoy \$0.40 savings off the Low GI Soft Grain Loaf (Special Price \$2.80, Retail \$3.20) in celebration of Gardenia's 40<sup>th</sup> anniversary. This nutritious loaf is available at all leading supermarkets, hypermarkets and selected convenience stores.





\* Ranked first in value and volume sales for the Wholemeal Bread Segment, 12-month period from October 2016 to September 2017 (Copyright © 2017, The Nielsen Company).

**Celebrating 40 Years of Wholesome Goodness!**

In celebration of Gardenia's 40<sup>th</sup> anniversary, Gardenia is rewarding its consumers with \$0.40 savings off the newly launched **Low GI Soft Grain Loaf** for a limited offer period from 9 May to 7 June 2018. The promotional price is at \$2.80 per loaf (retail price \$3.20).

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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.

With the launch of the **Gardenia Low GI Soft Grain Loaf**, there are now 14 types of Healthier Choice loaves and buns to promote healthier eating.

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!***