

FOR IMMEDIATE RELEASE

Enjoy the aroma of Pandan and Tasty Caramel **Launch of Gardenia Pandan Caramel Loaf**



SINGAPORE, May 2019 – Take delight in the new **Gardenia Pandan Caramel Loaf**, Gardenia’s latest rendition of a local favourite taste with a modern twist!

Baked to a pleasant pastel green, the fluffy **Gardenia Pandan Caramel Loaf** will fill your mouth with the alluring aroma of pandan fragrance and tasty caramel, leaving you wanting more. In fact, it is a definite must try for pandan lovers as the loaf is “So Good... you can even eat it on its own” without applying any bread spread.

From now till 31 May 2019, simply purchase a Gardenia Pandan Caramel Loaf to take part in the SMS lucky draw and stand a chance to win a premium tea set hamper worth \$250. More details on the promotion is available at www.gardenia.com.sg/promotions.

The **Gardenia Pandan Caramel Loaf** is retailing at S\$2.70 and is available at leading hypermarkets, supermarkets and selected convenience stores. Pick up this loaf today for a yummy breakfast or tea-time treat!



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 Gardenia 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 such a large range of options, there will definitely be a bread for everyone in the family.

Today, Gardenia is the market leader with more than 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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