

**FOR IMMEDIATE RELEASE**

## ***Increase Your Antioxidant and Lactobacilli Intake!*** **Launch of Gardenia Purple Wheat Soft Grain Loaf**



**SINGAPORE, March 2019** – Be amazed by the power of purple! Introducing our newest addition to Gardenia's range of Healthier Choice wholegrain products – **Gardenia Purple Wheat Soft Grain Loaf**.

With no artificial colouring added, take delight in the pleasant purple hue of the **Gardenia Purple Wheat Soft Grain Loaf**, which is attributed to anthocyanins, that is naturally occurring in purple wheat.

Furthermore, **Gardenia Purple Wheat Soft Grain Loaf** is fortified with pasteurised Lactobacilli from Japan, making Gardenia the first packaged bread manufacturer in Singapore to produce bread with pasteurised Lactobacilli. This pasteurised Lactobacilli used in Gardenia Purple Wheat Soft Grain Loaf, is a special strain of bacteria that is stable under high temperature, even during the baking process.

The **Gardenia Purple Wheat Soft Grain Loaf** is retailing at S\$2.80 and is available at leading hypermarkets, supermarkets and selected convenience stores. Grab your purple loaf today!



## **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.

A strong advocate in promoting the benefits of whole-grains, Gardenia currently has a total of 15 types of wholegrain bread products which are endorsed with the Healthier Choice Symbol by Health Promotion Board (HPB). With such a large range of wholegrain options, there will definitely be a healthier bread for everyone in the family.

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!***

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