



FOR IMMEDIATE RELEASE

Your Favourite Gardenia Banana Walnut Loaf, Now Healthier Choice!



SINGAPORE, June 2017 – Celebrate, all fans of the Gardenia Banana Walnut Loaf! Loyal followers who love the Gardenia Banana Walnut Loaf for its distinctly fragrant aroma and delightful taste, will now enjoy the goodness of more whole-grains in the bread! Baked to a perfect golden hue, the Gardenia Wholemeal Banana Walnut Loaf now comes with the same great taste, but of a healthier choice status made with 25% of wholemeal flour!

"So good... you can even eat it on its own", each slice of Gardenia Wholemeal Banana Walnut bread tastes simply heavenly while contributing to your daily whole-grains requirement! A familiar favourite among Singaporeans, the Gardenia Wholemeal Banana Walnut Bread is definitely a perfect treat for

the whole family with its generous portions of delicious banana and crunchy walnuts. There are even some tourists who will not leave Singapore without their favourite Gardenia Walnut Banana Loaf!

The Gardenia Wholemeal Banana Walnut Loaf is retailing at \$3.40 and it is available at leading supermarkets, hypermarkets and convenience stores from 23 June 2017. Pick up a loaf of this appetizing treat, now healthier for your well-being!

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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 55 varieties of freshly baked bread, buns and frozen products that cater to every occasion.

With the upgrade in status of the Gardenia Wholemeal Banana Walnut Loaf, Gardenia currently has a total of 14 types of whole-grain products which are endorsed with the Healthier Choice Symbol by Health Promotion Board (HPB). As the leader in Singapore's wholemeal bread industry, Gardenia strives to ensure that there is a healthy wholemeal or multi-grain option for everyone in our progress towards a healthier nation.

Today, Gardenia is the market leader with close to 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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