

FOR IMMEDIATE RELEASE

Introducing Gardenia's New Snack Products

SINGAPORE, May 2019 – Gardenia, Singapore's No.1 Selling Bread Brand has now ventured into the growing snack market. With Gardenia's introduction of its first snack range, you can now say hello to more exciting snacks choices with unique flavours. Made from the choicest ingredients, enjoy Snack'em by Gardenia lentil chips and Potato Sticx that are bursting with flavour with every crunch, leaving you wanting more.

Snack'em by Gardenia Lentil Chips



Excite your palettes with our lentil chips that are carefully cooked to a wonderful crisp and perfectly seasoned in three mouth-watering flavours of Kimchi, Curry and Parmesan Cheese.

Let our kimchi flavoured lentil chips blow you away with its satisfying kick of spiciness and a zingy tinge of sourness. Or give our strong and punchy curry flavoured lentil chips a try. For those who simply cannot take a slightest bit of heat, we have the highly addictive parmesan cheese flavoured lentil chips for you!

Packaged to your convenience, each 75g canister of Snack'em by Gardenia lentil chips retails at \$2.80 and they are available in selected neighbourhood mama shops, NTUC and Sheng Siong Supermarket, as well as online supermarket, Redmart. So anytime you crave for a snack, be sure to get your hands on these addictive and yummy lentil chips and simply Snack'em!

Snack'em by Gardenia Potato Sticx

Having an eternal struggle between chips and fries? Have the best of both world as Snack'em by Gardenia introduces Potato Sticx.

Taste just like real potatoes only crunchier, each piece of Potato Sticx is vacuum-fried, to retain the colour, taste and nutrition of the potato. Snack'em by Gardenia Potato Sticx comes in three different flavours, classic original, BBQ and spicy flavour, so you no longer have to worry about running out of chilli sauce or ketchup before finishing the Potato Sticx!



Each Snack'em by Gardenia Potato Sticx contains five 16g-single serving sachets, because sharing is caring! The single sachets are also available in selected Gardenia Vending Machine.

Anytime is Sticx Time with Snack'em Potato Sticx, so get your hands on the sharing pack Snack'em by Gardenia Potato Sticx, currently retailing at \$2.95 each, available in Redmart and selected General Trade stores, and soon to be in selected Supermarkets.

Snack'em by Gardenia Snacks

Snack'em by Gardenia Lentil Chips

1. Kimchi
2. Curry
3. Parmesan Cheese

Snack'em by Gardenia Potato Sticx

1. Original
2. BBQ
3. Spicy



About Snack'em By Gardenia

Snack'em by Gardenia is an initiative to diversify into new products, penetrate new market segments and to target the younger consumers such as students and young working adults. Started December 2018, Snack'em by Gardenia is launched to satisfy the increasing demands for quality snacks at affordable prices.

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. Today, Gardenia is the market leader with more than 40 years of history and has remained a household favourite. The range of products has also grown to more than 50 varieties of freshly baked bread, buns and frozen products that stay 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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