



**FOR IMMEDIATE RELEASE**

**Gardenia supports SKM, 'There's always time to make someone's day'.**



**SINGAPORE, October 2012** - Starting the festivities early for 2012, Gardenia extends our warm support to the Singapore Kindness Movement (SKM) by incorporating a special kindness message on the 'overband' of our product packaging for **Gardenia Fruit & Nut loaves** and **Gardenia California Raisin loaves**.

This year, Gardenia has adapted the SKM's message to remind everyone in busy Singapore that "there is always time to make someone's day", by having the Season's greeting from SKM, "**Share Goodness**". With the high festive demand for Gardenia Fruit & Nut loaves and Gardenia California Raisin loaves, the kindness message is extensively communicated to the consumers from 1<sup>st</sup> of November 2012, significantly in time for the World Kindness Day on 13th November and also throughout the festive holiday season.

Everyone can enjoy these 'kindness' loaves at a special offer from 1<sup>st</sup> Nov 2012 to 31<sup>st</sup> Dec 2012. The Gardenia Fruit & Nut loaf is offered at S\$3.30 (U.P \$4.20) and Gardenia California Raisin Loaf is at S\$2.30 (U.P \$2.95), available at major supermarkets, hypermarkets and selected convenience stores.

**Gardenia Foods (S) Pte Ltd**  
224 Pandan Loop Singapore 128411  
Telephone (65) 6778-5666  
Facsimile (65) 6873-5492  
Email: [prelations@gardenia.com.sg](mailto:prelations@gardenia.com.sg)  
[www.gardenia.com.sg](http://www.gardenia.com.sg)



## **About Gardenia Foods (S) Pte Ltd**

Gardenia was first established as a small family-run bakery in 1978. It soon became famous for its Enriched White Bread created by the experienced American Master Baker, Horatio 'Sye' Slocumm, who had 35 years experience in the bakery business.

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.

Today, Gardenia is the market leader with over 30 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!***