



Giving Life to Taste™

## PRIMADÉLI PRESENTS SWEET SURPRISES TO DADDY DEAREST THIS FATHER'S DAY



**SINGAPORE, 2 June 2011** – There is nothing quite like a simple yet exquisite cake from PrimaDéli to show your love for the most awesome dad of your life. This Father's Day, your favourite home-grown bakery PrimaDéli has lovingly created a blend of masculinity and sweetness in its **Daddy Dearest** cake. Beyond **Daddy Dearest's** cocoa-dusted exterior lies a rich mocha sponge enveloped within creamy coffee mousse, topped with dark chocolate truffles and crunchy chocolate pearls. This well-balanced bittersweet coffee mouse cake is sumptuously rich and bound to satisfy every dad's palette.

The **Daddy Dearest** is priced at \$38.80/kg and will be available at all PrimaDéli bakeries till 19 June 2011. So head down to your nearest PrimaDéli bakery to pick one up for your beloved daddy!

For enquiries, please call 6276-3333 or visit [www.primadeli.com](http://www.primadeli.com)

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**ABOUT PRIMADÉLI**

PrimaDéli is Singapore's first home-grown bakery franchise and the longest running Singapore food franchise. Today, the chain boasts more than 30 bakeries. The franchise is managed by Prima Food Pte Ltd, a subsidiary of Prima Limited.

PrimaDéli has received several awards and certifications including the Franchise Excellence Awards, the Singapore Franchise Mark as well as the HACCP Certification for exacting food safety and hygiene standards. PrimaDéli has also been accorded Superbrand status.

With the success of the PrimaDéli bakery, the company has built a strong export business for its frozen dough products. It supplies frozen dough to foodservice operators in the region as a quick and easy solution for high quality bakery items.

Prima Food also manages Prima Taste, the brand synonymous with authentic Singapore food. Prima Taste ready-to-cook pastes and sauces are now exported to more than 30 countries, and Prima Taste Concept Restaurants have opened in more than 4 cities including Singapore, Ho Chi Minh City, Macau and Colombo.

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