

News Release
June 25, 2010

Exclusive Baking Technique in Canada T & T Supermarket's Extra Soft and Spongy Utane Bread

Consumers can now enjoy the most popular Japanese Utane Bread in Canada! T & T Supermarket is the first to bring in this unique Japanese baking technique to Canada. All Utane Bread is freshly baked at selected T & T stores. The distinguishing feature of Utane Bread is its amazing soft texture that can stay fresh longer than any conventional bread.

Unveil the Secret of Utane Bread

What exactly is Utane Bread? Utane is a superb Japanese Baking technique, which is to mix dough into warm water (65 to 70 degree) for starch gelatinization, and then the wheat scent can be completely released. After cooling in the chill environment, the warm dough will mix with other material and bake into Utane Bread. The unique part of Utane Bread is that the dough is soaked into warm water which allows the bread to remain hydrated. This is why Utane Bread is extra moist, soft, and spongy than conventional bread.

Stay Fresh For 3 Days!

The delicious Utane Bread can stay fresh and chewy for 3 days. Conventional bread usually loses its freshness one day after it is baked. However, the Utane Bread, under T & T Supermarket's expertise and quality control, achieves to remain fresh and soft after 3 days. A tip to refresh the Utane Bread: microwave it for 10 seconds. It will then taste just like freshly baked!

Various Flavours for Selection

T & T Bakery has prepared wide varieties of Utane Bread for your selection. There are sweet and salty flavours including sweet red bean buns, sausage buns, taro buns, and many other more! The Utane Bread is now available at Metrotown T & T Supermarket and Osaka Supermarket in Yaohan Centre. Other T & T supermarkets will be selling this unique Utane Bread soon in the near future. Don't forget to look for the Utane Bread at T & T bakery section and try it next time when you visit T & T! Welcome to visit our website at www.TnTsupermarket.com for more information!

Illustration I: Produced by using Japanese baking technique, Utane Bread provides you the extraordinary soft and spongy taste.



The advertisement for Utane Bread features a large, golden-brown loaf of bread on the left. A baby is curled up and sleeping peacefully on top of the loaf. The text '湯種麵包' (Utane Bread) is written in large, stylized characters, with 'Utane Bread' in English below it. The slogan '超級綿軟細緻!' (Super soft and spongy!) is written in large, bold characters, followed by the English translation 'All Breads are not created equal!'. The T&T Bakery logo is in the top right corner. A circular seal on the right side of the ad says 'SOFT BREAD for 3 星期' (Soft bread for 3 weeks). At the bottom left, there is a small box with the text '幸福の口感' (Happy taste). A list of bullet points is at the bottom, describing the bread's texture and baking technique.

幸福の口感

- 前所未有的綿軟口感
- 微波加熱，更軟更好吃
- 日本烘焙麵包技術，大統華率先獨家引進
- Extra soft and spongy
- Reheat in microwave for oven freshness
- Superb Japanese baking technique, exclusive to T&T

- 30 -

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