



For Immediate Release

DANISH SELECTION CHRISTMAS GIFT SET



Launched in Singapore this September, Danish Selection celebrates this Christmas with a special gift set that would not only make a perfectly sweet gift for your loved ones, but also a novel corporate gift for the festive season.

Established in 1834, Danish Selection has distinguished itself as the leading manufacturer of fruit spreads in Denmark. Unlike most jams, Danish Selection fruit spreads are not boiled during the production process. Instead, they are heated carefully in open sauce kettles. This process preserves the jam's premium fruits and berries in the best way possible, retaining its natural taste.

The Danish Selection Christmas gift set includes 5 delicious flavours (Strawberry, Orange, Raspberry, Rosehip with Apples and Black Currant) in 28g portions. Retail Price: \$10.00.



The Danish Selection Christmas gift sets are now available at Isetan Supermarket, NTUC FairPrice Finest Supermarkets, Royal Copenhagen Tea Lounge & Restaurant, So Delicious and Tierney Gourmet.

For further information (samples of products, visuals, etc) please contact:
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