

Jacob's Wheat of Gold sets record

JACOB'S, the healthy biscuits brand lavished 105 hours to gradually bake a mega-sized 300kg cracker and carved its name in the *Malaysia Book of Records*.

Called "Jacob's Wheat of Gold" and measuring 236cm by 239cm, it was recently certified by the *Malaysia Book of Records* as the biggest biscuit cracker ever baked in Malaysia.

The mega-sized biscuit cracker is part of Jacob's continuous effort to demonstrate its appeal as the nutritious and healthy biscuit of choice for consumers worldwide.

It is 33 times bigger than the original cracker. It would take 1,089 pieces of the original crackers to cover the surface of the mega cracker.

Despite being upsized, the baked cracker is made from the same ingredients of the original cracker.

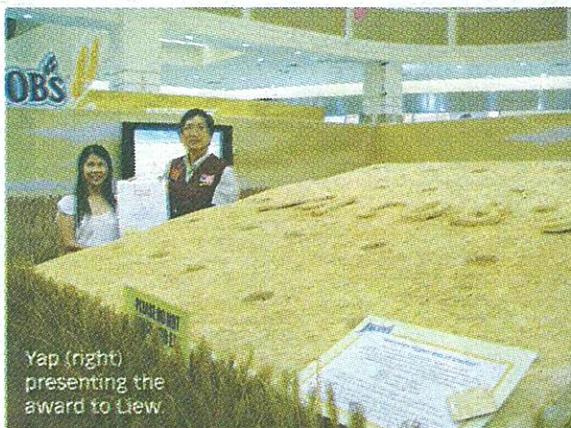
The mega cracker salutes Malaysians for loyally choosing Jacob's over the last 55 years and is a visible commitment that it will continue encouraging Malaysians to develop healthy lifestyles.

"Malaysians have enjoyed the Jacob's wholesome goodness for 55 years now and during this time, we have expanded from just our basic cream crackers to a broad range of healthy biscuits. Unlike ordinary crackers, Jacob's crackers contain up to 94% wheat cereal, to fill you up the healthy way," said Kraft Malaysia healthy category manager Liew Pooi Wan.

The Jacob's Wheat of Gold was displayed at AEON Tebrau City Shopping Centre from Aug 19 to 24.

"This is the second time Jacob's has set a record in the *Malaysia Book of Records*," said the *Malaysia Book of Record* official Yap Chee Kong.

Jacob's has also created four limited edition novelty tin collectibles and they are on sale nationwide to celebrate Jacob's 55 years in Malaysia.



Yap (right) presenting the award to Liew.