

Baking success with the Daily Sun

July 2004 saw the Daily Sun newspaper celebrating their second birthday. To help celebrate the big day, Bakers biscuits came to the party by donating their well-renowned Bakers Choice Assorted biscuits to be enjoyed by Daily Sun staff.

"Sponsoring the biscuits was Bakers way of highlighting the great synergy between the two brands and wishing the Daily Sun a happy birthday and every success in their future ventures," comments Cheryl Stiles, Bakers Marketing Manager.

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