



**Goldilocks Statement regarding allegations of
Makati cake overpricing:**

Goldilocks Bakeshop, Inc. stands by the integrity of its winning bid as the birthday cake supplier for senior citizens living in Makati City.

The birthday cakes that we supply to Makati City are identical to the 9” round chiffon greeting cake that are available in our stores nationwide. This cake is one of our best-sellers, with countless customers clearly appreciating its taste, quality, and value-for-money proposition at its retail price. For the senior citizens of Makati, we have priced the same cake lower than its retail amount.

In our long history of being the country’s number one bakeshop, we have learned that size alone is not a good determinant of the how good a cake is. Other factors like the taste, quality of the ingredients, and consistency play a far more important role. Since 1966, Goldilocks has upheld high standards of ethics and integrity, and a strict code of corporate values continues to govern every aspect of our operations.