



Press Release  
(For Immediate Release)

**15 August 2003**

## **Food Empire Holdings Introduces Scrumptious New Snack Food Tasty Kracks Potato Crisps And MacFood Dried Calamari**

**SINGAPORE – 15 August 2003** - Singapore-listed food and beverage group Food Empire Holdings, through its subsidiary Future Enterprises Private Limited, is pleased to introduce a recently launched category of products under the all new Snack Food.

Snack food lovers are raving over the two latest introductions – **Kracks**, a range of scrumptious potato crisps and the appetising **MacFood Dried Calamari**. Both brands join the growing portfolio of successful brands, including MacCoffee and Klassno that are developed and marketed by Food Empire globally.

### **A. Kracks Potato Crisps**

Kracks is a catchy name that reflects the crunchy sound of satisfaction each time a bite is taken of the delicious crisp. Kracks is great for modern healthy living as it is a light tasty snack that contains no cholesterol. Every single serving is delicately sliced into a well-defined concave oval shape to give maximum crunch and flavour.

There are five different delicious flavours from exotic to traditional, each catering to different palates and cravings. All flavours are available in 45 gm and 160 gm canisters.

**i. SEAFOOD Flavour – Taste of Ocean Paradise**

The Kracks Seafood crisps evoke images of ocean paradise with its fresh and tangy aroma. A gentle balance of flavours is struck in this unusual combination of seafood taste in the potato crisps.

Strong notes of barbequed fresh seafood imbued with spices give this special snack a delicious and distinctive taste. Kracks Seafood Flavour comes in handy blue canisters.

**ii. ORIGINAL Flavour – Authentic Goodness**

Bite into the wholesome taste of these Original Flavoured crisps. Lightly salted for that extra oomph, this is comfort food at its best. The neat cut of each golden brown crisp makes a difference in crunchiness and ensures each piece provides nice and crispy bites without crumbling. Neatly stacked in fiery red canisters, these Original Flavour chips are not to be missed.

**iii. SOUR CREAM & ONION – A Perennial Favourite**

A perennial favourite, these light golden brown crisps are peppered with the complementary flavours of smooth sour cream and succulent onion. The mouth-watering aroma combined with the finger-licking good taste makes this irresistible to those who crave this unique flavour.

**iv. CHEESE – Heavenly Delight**

Kracks Cheese crisps are a heavenly treat for all cheese lovers. The orangey-yellow crisps are generously dusted with cheese powder, releasing a hearty creamy aroma. The crunchy texture combined with the rich and long-lasting cheesy taste is guaranteed to satiate. Look out for the Kracks Cheese delights in bright orange packaging.

**v. BARBEQUE – Sporty Spice**

A favourite amongst partygoers, this is one tangy and spicy crisps. Special aromatic spices combine to give that extra kick and fragrant whiff of smoky barbeque flavours. Kracks Barbeque crisps, packed in tan brown canisters, complete the smorgasbord of flavours available under the Kracks brand.

**B. MacFood Dried Calamari**

MacFood is the latest brand created by Food Empire to represent a new line of premium snack food. The first product marketed under this brand is dried calamari that is available in two flavours – Regular and Chilli. Careful attention is paid to the preparation process of this Mexican squid to preserve the freshness and aroma of the delectable seafood, and to ensure only the best calamari snack is enjoyed by each and every consumer.

The smooth and chewy texture is present in each mouthful, while the scintillating essence of the calamari flavour permeates the taste buds. Rich in protein and phosphorus, the finely shredded calamari is a real sensory treat. It can be relished as a snack on its own, goes well with beer and works wonders when mixed with salads or served with main dishes.

Both snacks are available in 10 gm or 20 gm packaging with the regular flavour in cool blue jacket and the chilli version in blazing red packet.

**i. Regular Dried Calamari**

A tangy and well-marinated snack with a tinge of saltiness and sweetness to enhance the seafood aroma. It is moist and chewy with a sweet aftertaste.

**ii. Chilli Dried Calamari**

A flavourful snack that is mildly spicy. Enhanced by a balanced blend of spices and chilli, this is one snack guaranteed to pep up the day.

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## **About Food Empire Holdings**

Listed on the main board of the Singapore Exchange, Food Empire Holdings is a leading food and beverage company that manufactures and markets instant beverage products, frozen convenience food, confectionery and snack food. It also has a wholesale business that trades in frozen seafood.

Food Empire Holdings' products are exported to over 40 countries in markets such as Russia, Eastern Europe, Central Asia, China, Indochina, Australia and the US. The Group has 13 offices (representative and liaison) in 12 countries in Russia, Ukraine, Kazakhstan, Iran, Poland, Hungary, UAE, Turkey, Belgium, India, China and Vietnam.

The Group's core products include a wide variety of regular and flavoured coffee mixes and cappuccinos, instant chocolate, instant breakfast cereal and flavoured fruit teas. Food Empire also markets a refreshing range of confectionery, snack food such as dried calamari and potato crisps and a delectable assortment of frozen convenience food that include Asian delicacies.

Food Empire has more than 170 types of products under its own brands - MacCoffee, Klassno, FesAroma, Bésame, Temasek Royal, Express, OrienBites, Kracks, MacCandy and MacFood. Its core brand MacCoffee has been consistently rated among the top 5 most popular instant 3-in-1 coffee brands in Russia, Eastern Europe and Central Asia.

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