



FOR IMMEDIATE RELEASE:

MacChocolate™ “Advertising Campaign Wins Bronze at Ukraine’s Effie Awards

Singapore, 22 December, 2009 - Mainboard-listed Food Empire Holdings (“Food Empire” or “the Group”) - a leading food and beverage group is pleased to announce that its innovative new campaign for MacChocolate™ won the Bronze Medal at this year’s Effie Advertising Festival in Ukraine.

The advertising campaign – known as – ‘Hot Before, Hot After’ was successfully launched during the cold autumn months in Kiev, Ukraine in 2008.

The advertisement playfully adopted a concept based on the Karma Sutra and featured two young adults drenched in hot chocolate accompanied by illustrations of cups and saucers in popular Karma Sutra positions.

The advertising concept, which targeted young adult consumers, showcased MacChocolate’s™ refreshing new design and audacious image. As a result of the campaign, sales and brand awareness both increased.

MacChocolate™ has gained a strong following in Ukraine due to its excellent taste and high quality chocolate. The success of the product motivated Food Empire’s Ukrainian representative office to develop the campaign to build on its popularity.

Launched in 2006, MacChocolate™ is an instant chocolate drink that chocolate lovers around the world enjoy for its richness and delicious taste. Currently there are four delectable flavours to choose from – Almond, Hazelnut, Raspberry and Orange.

For more information, log on to <http://effie.org.ua/en/news/ukraine/view/143>.

###



Contact:

Shirley Yan
Food Empire Holdings Limited
+65 6622 6900
+65 6744 2116
shirleyyan@foodempire.com

About Food Empire Holdings

SGX Mainboard-listed Food Empire Holdings is a leading food and beverage company that manufactures and markets instant beverage products, frozen convenience food, confectionery and snack food.

Food Empire Holdings' products are exported to over 60 countries in markets such as Russia, Eastern Europe, Central Asia, China, Indochina and the US. The Group has 18 offices (representative and liaison) - Russia, Ukraine, Kazakhstan, Uzbekistan, Iran, Poland, Turkey, Belgium, Bahrain, Mongolia 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 includes Asian delicacies.

Food Empire has more than 400 types of products under its own brands including MacCoffee, Klassno, Hyson, OrienBites and Kracks. MacCoffee, the group's flagship brand, has been consistently rated as a market leader over the past few years and was recently ranked among the top three most popular instant 3-in-1 coffee brands in the group's core markets including Russia, Ukraine and Kazakhstan.

The Group has won numerous accolades and awards including being ranked one of “The Most Valuable Singapore Brands” in 2003, 2004 and 2005 at the national brand award organised by IE Singapore. MacCoffee was ranked one of “The Strongest Singapore Brands”.

For more information on Food Empire, please visit www.foodempire.com.

|