

Food Empire's 'Digital Tablet' Themed Annual Report Wins Honours in International ARC Awards

7th consecutive award for Singapore firm



Singapore, 17th August 2012 – Food Empire's innovative 2011 Annual Report has received international recognition – winning honours at the world's largest Annual Reports Competition – the ARC Awards.

Food Empire's Annual Report received Honours in two categories in the Food and Consumer Packaged Goods class – for both Interior Design as well as for Printing and Production.

The Annual Report titled, “**Moving With the Times**” was inspired by the latest hot gadget, the digital tablet, which represents the information architecture of a freewheeling digital revolution.

Chairman and Managing Director, Mr Tan Wang Cheow said the Award reflects the company’s commitment to constant communication and innovation.

“The digital tablet signifies a creative and informative communication tool with our valued stakeholders and associates, providing up-to-date information and constantly enhancing relationships with our working partners,” Mr Tan said

“Creativity, adaptation and continuous improvement are deeply etched in Food Empire’s DNA. We also chose this theme as it relates to our efforts to reach out to new consumers and engage them through digital media.”

The ARC Awards, established by US-based MerComm Inc in 1987, is a globally recognized platform that honours exceptional and high standards in the corporate Annual Report.

In evaluating Food Empire’s annual report, the judges look at how successful the company has been in communicating its story and in reflecting the values of creativity, clarity, effectiveness and excellence.

The judging panel is comprised of company presidents, CEOs and other senior executives of corporations, investor relations, agencies and design firms around the world.

Since first participating in 2002, Food Empire has won numerous annual report awards, with the 7th consecutive win this year.

About Food Empire Holdings

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

Food Empire's products are exported to over 60 countries in markets such as Russia, Ukraine, Kazakhstan, Central Asia, China, Indochina, the Middle East, Mongolia and the U.S. The Group has 17 offices (representative and liaison) – in Russia, Ukraine, Kazakhstan, Uzbekistan, Iran, Poland, Turkey, Belgium, Bahrain, Mongolia and Vietnam.

The Group's products include a wide variety of beverages including regular and flavoured coffee mixes and cappuccinos, chocolate drinks, instant breakfast cereal and flavoured fruit teas. It also markets a refreshing range of food products including snack food such as potato crisps, confectionery and an assortment of frozen convenience food such as bite-sized morsels of seafood, dim sum and spring roll.

Food Empire's strength lies in its proprietary brands, including MacCoffee, Petrovskaya Sloboda, Klassno, Hyson, OrienBites and Kracks and has over 200 types of products under these brands. MacCoffee - the group's flagship brand - has been consistently ranked as the leading 3-in-1 instant coffee brand in the Group's core markets including Russia, Ukraine and Kazakhstan.

Since its public listing in 2000, Food Empire has won numerous accolades and awards including being ranked one of "The Most Valuable Singapore Brands" at the national brand award organised by IE Singapore. MacCoffee was ranked one of "The Strongest Singapore Brands" and the company has been named one of the "Best under a Billion" companies in Asia by Forbes Magazine.

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

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