

## FOOD EMPIRE AND SANTAN TO CO-DEVELOP AND LAUNCH NEW RANGE OF PRODUCTS, STARTING WITH VIETNAMESE ICED COFFEE TO BE SOLD ON AIRASIA FLIGHTS



*Caption: Catherine Goh, CEO of Santan, and Pradeep Chauhan, Director of Empire International, exchanged the signed MOU, witnessed by YAB Dato' Onn Hafiz Ghazi, Menteri Besar of Johor; senior members of the Johor State Government; Tan Wang Cheow, Executive Chairman of Food Empire; Tan Sri Tony Fernandes, CEO of Capital A; and Ikhlas Capital.*

**SINGAPORE / JOHOR BAHRU, 17 JULY 2025** – Food Empire Holdings (SGX: F03), a global leader in instant beverage FMCG with strong market leadership across Eastern Europe, Central Asia and Southeast Asia, and Capital A Berhad (KLSE: 5099), an investment holding company with a synergistic ecosystem of travel-focused and digitally driven businesses, have announced a strategic partnership to co-develop and launch a new range of ready-to-drink beverages.

The collaboration, formalised through a Memorandum of Understanding between their respective subsidiaries – *Empire International Sdn Bhd* and *Santan Food Services Sdn Bhd* – will kick off with a Vietnamese iced coffee product, set to be sold on AirAsia flights and through retail channels across the region.

With evolving consumer preferences in mind, both parties aim to deliver authentic and great-tasting Vietnamese iced coffee products that cater to modern lifestyle trends, including healthier options with less sugar. This collaboration also paves the way for Food Empire and Santan to

explore further co-branded and private label initiatives across a wider range of beverages and snack products.

The initial product rollout will span both in-flight and on-ground touchpoints:

- **Inflight:** Passengers flying with AirAsia can look forward to a co-branded Vietnamese iced coffee experience onboard, combining regional authenticity with convenience and quality.
- **On-ground FMCG:** The same product line will also be made available at selected retail outlets under the Santan brand, offering a consistent and accessible consumer experience beyond AirAsia flights.

"This collaboration with Santan aligns with our strategy to cater to consumer trends and bring an authentic CaféPHỞ Vietnamese coffee experience on AirAsia flights so that more people can enjoy our great-tasting beverages," said **Tan Wang Cheow, Executive Chairman of Food Empire**. "We are excited to bring our global manufacturing expertise and market insights into a partnership that celebrates the flavours and aspirations of the ASEAN region."

**Pradeep Chauhan, Director of Empire International** said, "Teaming up with Santan unlocks new growth opportunities by combining Food Empire's strong product development expertise with Capital A's distribution strength. We look forward to bringing the taste of authentic, high-quality Vietnamese coffee directly to consumers, whether they are flying or shopping."

**Catherine Goh, CEO of Santan** said, "Santan is passionate about making quality food and beverages accessible to all, whether in the air or on the ground. This partnership with Food Empire allows us to bring a beloved regional favourite, Vietnamese iced coffee, to more people in a way that balances bold taste with modern convenience. We're excited to co-create a product that celebrates the rich heritage of Vietnamese iced coffee while upholding our shared commitment to quality, authenticity, value, and elevating everyday moments with exceptional taste."

**Tony Fernandes, CEO of Capital A** said, "This partnership reflects our belief in the power of Asean—its culture, its flavours, and its people. By combining Food Empire's global expertise with Santan's regional insights, we're not just launching a drink; we're creating a product that tells a story of heritage, innovation, and ambition. We want every sip to remind people of what this region can offer the world."

**ENDS**

## About Food Empire

SGX Mainboard-listed Food Empire Holdings (“**Food Empire**” or together with its subsidiaries, the “**Group**”) is a multinational food and beverage manufacturing and distribution group headquartered in Singapore. With a portfolio spanning instant beverages, snack foods, and a growing presence in food ingredients, Food Empire's products are sold in over 60 countries across North Asia, Eastern Europe, Southeast Asia, South Asia, Central Asia, Middle East, and North America.

Supported by 9 manufacturing facilities in 6 countries and 23 offices worldwide, Food Empire offers an enticing range of branded beverages and snacks, including classic and flavoured coffee mixes and cappuccinos, chocolate drinks, flavoured fruity teas, bubble tea, instant cereal blends, and potato chips. Its food ingredients business features the finest spray-dried and freeze-dried soluble coffee, as well as non-dairy creamer. Food Empire owns a family of proprietary brands including its award-winning flagship brand MacCoffee, CaféPHỞ, Petrovskaya Sloboda, Klassno, Hillway, and Kracks.

Food Empire has won multiple corporate awards over the years. Most recently in June 2025, the Group was named in the 2025 Fortune Southeast Asia 500 list, joining the ranks of the region's largest 500 companies by revenue.

Website: [www.foodempire.com](http://www.foodempire.com).

Media contact: August Consulting on behalf of Food Empire

Wrisney Tan - Mobile: +65 9743 2667, Email: [wrisneytan@august.com.sg](mailto:wrisneytan@august.com.sg)

Victoria Lim - Mobile: +65 9641 2245, Email: [victorialim@august.com.sg](mailto:victorialim@august.com.sg)

## ABOUT CAPITAL A

Capital A is an investment holding company with a diverse portfolio of synergistic aviation and travel businesses, leveraging data and technology to drive growth. Our key businesses include AirAsia, the world's leading low-cost carrier, Capital A Aviation Services Group, AirAsia MOVE (formerly airasia Superapp) and fintech BigPay as well as logistics venture Teleport and brand development company, Abc. Capital A's vision is to create and deliver products and services that focus on offering the best value at the lowest cost, underpinned by robust data accumulated over 20 years in operation and one of Asia's leading brands that remains committed to serving the underserved in Asean and beyond.

## About Santan

Santan, the F&B business under Capital A, is committed to redefining culinary experiences both in-flight and on the ground. Started in 2015, its strategic focus is on inflight catering services extending beyond AirAsia, retail ventures offering coffee and frozen meals, and corporate catering services. Backed by a strong product development team, Santan is poised for market domination,



including expansion plans to Thailand, Indonesia, and the Philippines, and providing inflight services to third-party airlines. Santan's commitment to innovation and customer-centric solutions ensures a culinary journey that transcends boundaries.

Media contact : Aziz Laikar | [azizlaikar@airasia.com](mailto:azizlaikar@airasia.com) | +60123669745