



**News Release**  
**13 November, 2003**  
**(For Immediate Release)**

**Food Empire Holdings Wins Annual Report Award At  
International ARC Awards 2003  
Group Also A Winner At Singapore Star Award 2003 For Packaging & Design**

**Singapore, 13 November 2003** – Food Empire Holdings, a Singapore-listed food and beverage group, is pleased to announce that it has recently won awards for its corporate annual report and for its product design and packaging.

**International ARC Awards 2003**

The company's corporate annual report 2002 was accorded the prestigious Gold award in "The Judges' Choice Award" category at the 17<sup>th</sup> Annual International ARC Awards 2003. ARC Awards, established by US-based MerComm Inc since 1987, is the world's largest annual report competition that honours exceptional annual reports.

"The Judge's Choice Award" is given to annual reports that are judged to be among the best in terms of having an exceptional approach to the annual report and noteworthy creativity and unique presentation.

This is the second consecutive year that Food Empire has won ARC awards for its annual report. It had received a bronze award in 2002. The ARC Awards serves to promote awareness of the annual report as an important corporate communications tool and to encourage creative annual report design and noteworthy writing. The winners of this year's awards were honoured at a gala ceremony recently in New York, USA .

This year, nearly 1,700 entries across 12 major categories were submitted by some 800 different companies from 20 countries representing over 170 industries. An international

panel of judges evaluated the entries. Preliminary and final judges included top-level investor relations executives, financial executives, writers, designers, and photographers from over 66 different agencies and corporations in the United States, Canada, Hong Kong, Singapore, and the United Kingdom.

## **Singapore Star Awards**

Over the years, Food Empire Holdings has won several international awards in recognition of its efforts towards quality. Recently, the company was also awarded the Singapore Star Award 2003 for innovative design and packaging for two products – Kracks Potato Crisps and Klassno Gold freeze-dried coffee.

This is the fourth consecutive year that Food Empire Holdings has received these coveted awards in the Consumer Packaging for Sales and Display Products category. Kracks is a newly-launched range of delicious potato crisps that come in five flavours. Each flavour is packed in attractive and brightly-coloured canisters of either 45g or 160g. Klassno Gold Freeze-Dried Coffee is premium coffee packed in 100g glass jar with embossed click-on cap.

The Singapore Star Award is an annual event organised jointly by the Singapore Manufacturers' Federation and the Packaging Council of Singapore. The awards are given for innovative and creative designs with quality products and packaging. It aims to recognise and reward excellence in the use of design and technology in packaging.

Food Empire Holdings Chairman and Managing Director Mr Tan Wang Cheow said: "It is an honour to receive international and national recognition for our creative work and this will serve as a strong encouragement to our team. It is also testament that we are on the right track in our corporate communications efforts and in our product packaging and design development. "

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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.

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, Turkey, Belgium, UAE, Mongolia, 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 including MacCoffee, Klassno, FesAroma, Bésame, OrienBites, MacCandy and Kracks. Its flagship brand MacCoffee 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 of Russia, Ukraine and Kazakhstan.

*For more information on Food Empire, please visit [www.foodempire.com](http://www.foodempire.com)*

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