



Attention: News Editor

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Contact Person:
Jenny Lam
The Blue Edge Pte Ltd
Tel: 67383845 /97696889

Food Empire Holdings' MacCoffee Brand Honoured As One of Singapore's Most Valuable And Strongest Brands

Singapore, 19 November 2003 – SGX mainboard-listed Food Empire Holdings (Food Empire), a leading food and beverage group, is pleased to announce that its flagship brand MacCoffee is the recipient of two prestigious national awards – “The Most Valuable Singapore Brands” and “The Strongest Singapore Brands”. The awards were given today at the “Singapore Brand Award” presentation ceremony organised by International Enterprise (IE) Singapore. This annual award honours the top 15 Singapore companies selected as having the most valuable brands and the strongest brands in the nation.

MacCoffee, with an estimated high brand value of S\$114 million, is a popular international brand of instant beverages developed by Food Empire. In recent years, independent polls have consistently ranked MacCoffee 3-in-1 instant coffee as one of the top three most recognised and best-selling brands in Russia, Ukraine and Kazakhstan, despite stiff competition from other major multinational players.

Mr Tan Wang Cheow, Chairman and Managing Director of Food Empire said: “As strong advocates of branding, we are honoured that MacCoffee is recognised as one of Singapore's most valuable and strongest brands. Both awards and the high brand value assigned to MacCoffee reaffirms our strategy to build strong global brands to distinguish our business and products in the highly competitive international arena.”

“The potential returns from effective strategic branding are enormous, in terms of the equity and value that we have gained, and which we will continue to reap for our company and shareholders,” added Mr Tan.

The Singapore Brand Award 2003, organised by IE Singapore, was first launched last year to encourage the use of branding as a key strategic tool for successful internationalisation as well as to identify and profile Singapore brands with the potential to become global brands. Undertaken in partnership with Interbrand consultancy, IE Singapore adopts the same internationally established and accepted methodology as that used in the annual "The Best Global Brands" league table published jointly by BusinessWeek and Interbrand.

Food Empire created MacCoffee in 1994 when its management decided it was timely to manufacture and market its own brand of instant beverages for the international market. Over the years, MacCoffee, with its bold and distinctive bald-head eagle icon, has developed an extensive portfolio of popular coffee beverages. MacCoffee and other brands marketed by Food Empire are sold in more than 40 countries, primarily in the core markets of Russia, Eastern Europe and Central Asia.

Food Empire’s consistent investments in dynamic marketing, advertising and promotions enabled it to develop MacCoffee into a winning international brand in a relatively short span of time. The company’s success in brand building is backed by a well-integrated brand management and business plan, an effective global distributor network, quality products and an experienced team that understands its international markets.

Food Empire Holdings has received many local and international accolades for its achievements over the past decade:

- It has won awards for four consecutive years at the annual Singapore Star Award national competition for design and packaging for its products.
- Won nine awards for high quality of its products at the 2002 World Selections of Quality organised by the prestigious Monde Selection in Belgium.
- MacCoffee was voted as the winner, in 2001 and 2002 in the category ‘Top Instant Coffee Drink’ in Ukraine’s “Choice Of The Year” Award given to the most popular products in various categories.

- Its frozen convenience food product OrienBites Oriental Pack was selected as a finalist for Innovative Products at the European Seafood Exposition in Brussels. in 2003.
- Three Klassno brand finger food items were singled out at the renowned SIAL 2000 food exhibition in Paris and were featured in SIAL's prestigious Innovation and Trends Book 2000.

Other accolades received included the prestigious 10th Golden American Award for Quality (given in New York in 1998), the 22nd Best Trade Name (Rome, 1997) and the 10th Golden Europe Award for Quality (Paris, 1996).

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 includes 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 including Russia, Ukraine and Kazakhstan.

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

Issued For And On Behalf of Food Empire Holdings By:

The Blue Edge Pte Ltd

(Business communications consultancy)

For more information please call:

Ms Jenny Lam, Director

Tel: 65-7383845 / HP: 65-97696889