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MacCoffee 3-in-1 Coffeemix - "Choice of The Year 2005" in Ukraine

The best coffee mix wins the hearts of Ukrainians

Singapore, 29th October 2005 — Food Empire Holdings, a leading food and beverage group best known for its proprietary brand MacCoffee instant coffees across Russia and Eastern Europe, won the "Choice of The Year 2005" Award in Ukraine.

Our MacCoffee 3-in-1 coffeemix delivers an exquisite coffee experience with the right blend from premium coffee beans and the right amount of quality creamer and sugar.

The award was received during the prestigious ceremony "Choice of the Year 2005" held in the fabulous concert hall "Ukraine Palace" in Kiev on 29th October 2005. The award deems MacCoffee 3-in-1 is still the best choice of coffeemix in the hearts of the Ukrainians.

MacCoffee conducted some wet sampling of our coffee during the event and it attracted many audience or onlookers to sample our products.

The night ended on a winning streak with one of the lucky audience winning a half -year supply of our best coffeemix - MacCoffee in a lucky draw.

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 50 countries in markets such as Russia, Eastern Europe, Central Asia, China, Indochina and the US. The Group has 18 offices (representative and liaison) in 18 countries in 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 200 types of products under its own brands including MacCoffee, Klassno, Hyson, FesAroma, Bésame, OrienBites, MacCandy, Zinties 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 company has won numerous accolades and awards including being ranked one of "The Most Valuable Singapore Brands" in 2003 and 2004 at the national brand award organised by IE Singapore. MacCoffee was ranked one of "The Strongest Singapore Brands". Food Empire Holdings was awarded the coveted Star Packaging Award 2005 for innovative design and packaging of Zinties Ice Breeze Breath Strips and OrienBites Dim Sum Pack.

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

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