



## Press Release

(For Immediate Release)  
25 October 2004

### **Food Empire Holdings Launches an Array of Products at SIAL, Paris**

**Singapore and Paris, 25 October 2004** – With its latest offerings, Food Empire lives up to its tradition of launching products that are based on latent consumer needs. The company showcased these exciting new products at the world's leading food and beverage industry trade show at SIAL in Paris.

#### **Hyson All Time**

The first amongst these is a range of "occasion-based" teas under **Hyson All Time**. The brand targets discerning tea consumers who understand what you need from a cup of tea in the morning is not the same as what you need from your night time cuppa.

**Hyson All Time** offers unique blends that are suitable for different times of the day. The blends are grouped under the Morning Brew, Afternoon Refresher and Evening Relaxer categories clearly indicating the function they perform.

While many companies have launched breakfast blends, none of them have offered a comprehensive range of teas suitable for different tea time occasions. **Hyson All Time** is the first player in the market with the concept of occasion-based teas.

As consumers look for more “specialist” options, **Hyson All Time** would be a preferred brand in their consideration set. New blends will continue to be added to this range based on market feedback and consumer requirements. More information on the brand can be accessed at [www.hysonalltime.com](http://www.hysonalltime.com).

### **Tea Kravings**

**Tea Kravings** is Food Empire’s answer to all lovers of flavoured teas, providing them with an exciting range that has a mix of innovative and regular flavors from Cranberry to Peach to Mango to Apple Cinnamon to name a few.

Meant specifically for consumers who are still flirting with tea and want to try different options depending on their mood, the range offers 20 different flavors under 10 Mixed Flavour and Individual Flavour packs.

**Tea Kravings** is driven on the understanding that consumers want to have different flavors depending on how they feel at a time. The novelty of the brand continues in its packaging as well. The double-chambered teabags are individually foil-wrapped which is the latest in the tea industry.

Just like **Hyson All Time**, **Tea Kravings** is the first brand in the market with a unique concept - the only brand that connects moods with craving for different flavors. The brand will continue to add new flavors based on consumer needs. More information on the brand is available at [www.teakravings.com](http://www.teakravings.com)

### **Zinties Ice Breeze**

**Zinties** enhances its appeal to adult consumers with the latest addition of Breath Strips. Breath strips are a more discreet and convenient option to gums and mouth fresheners.

Available in convenient and handy to use 24 strips dispensers, the brand offers 3 exciting flavors - Fresh Ice, Strong Ice and Breezy Strawberry. The flavors are immediately refreshing and long lasting. The key claim of “No sugar” will entice consumers who are health conscious and are looking for better options.

Xylitol is a principal ingredient in **Zinties Ice Breeze**. Over 25 years of testing in widely different conditions confirm that Xylitol is the best sweetener for teeth. Xylitol use reduces tooth decay rates both in high-risk groups (high caries prevalence, poor nutrition, and poor oral hygiene) and in low risk groups (low caries incidence using all current prevention recommendations). This exciting, yet healthier, breath freshener option will win the consumers over.

Mr. Tan Wang Cheow, Managing Director, Food Empire Holdings says: “Our products are based on consumer needs and market requirements and we are sure that these new launches will be a success in their respective categories.”

## **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 and confectionery. It also has a wholesale business that trades in frozen seafood.

Food Empire Holdings' products are exported to over 50 countries in markets such as Russia, Eastern Europe, Central Asia, China, Indochina, Australia and the US. The Group has 13 offices (8 representative and 5 liaison) in 12 countries in Russia, Ukraine, Kazakhstan, Uzbekistan, Poland, Bahrain, Turkey, Iran, Belgium, China, 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, an assortment of healthy snacks and a delectable assortment of frozen convenience food. RTDs and Ceylon Teas are recent addition to the group's array of brands.

Food Empire has more than 200 types of products under its own brands - MacCoffee, Klassno, FesAroma, Bésame, Temasek Royal, Express, OrienBites, MacCandy, Kracks, MacFood, Zinties and Hyson.

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