



**Press Release**  
**Attention: Biz News Editor**

**(For Immediate Release)**  
**30 September 2004**

**Contact Person:**  
Jenny Lam  
The Blue Edge Pte Ltd  
Tel: 65-67383845

## **SGX-listed Food Empire Sets Up Company In Indonesia To Market And Distribute Instant Beverages**

**Singapore, 30 September 2004** – SGX mainboard-listed Food Empire Holdings (FEH), an international food and beverage company, today announced it has formed a company called PT. ABC Future Indonesia (ABC Future) to distribute instant beverages in Indonesia. This represents FEH's first significant investment in the Indonesian market.

ABC Future was formed between FEH's wholly-owned subsidiary Future Enterprises Pte Ltd (FEPL) and Jakarta-based PT. Anugerahnama Bina Citra which is a well-established company engaged in the manufacturing and distribution of food and consumer goods. FEPL has a 49% stake in ABC Future while its Indonesian partner holds the remaining 51%.

ABC Future will be involved in the marketing and distribution of instant beverages in Indonesia under the brand name of Real Express. Real Express is developed and manufactured in Singapore by Food Empire Holdings.

Mr Tan Wang Cheow, Chairman and Managing Director of Food Empire Holdings said: "We are excited by this new venture as this is our first major foray into the Indonesia market. With a population size of more than 235 million, this market holds much potential for the instant beverage business. We will work closely with our partner and pool our resources and strengths in product development, distribution and marketing to build a strong position in Indonesia."

PT. Anugerahnama Bina Citra is a major food and beverage company in Indonesia. It has business tie-ups with major international food partners including H. J. Heinz Company from the US, the President Group of Taiwan and Osotspa of Thailand.

Food Empire has a strong presence in over 40 countries including its core markets of Russia, Eastern Europe and Central Asia. It sells primarily instant beverages, frozen convenience food, snack food and confectionery and has more than 170 products marketed under its own stable of house brands including MacCoffee and Klassno.

The Company does not expect any material impact from this business venture on earnings and net asset value per share for the current financial year.

**--End--**

## **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 40 countries in markets such as Russia, Eastern Europe, Central Asia, China, Indochina and the US. The Group has 13 offices (representative and liaison) in 12 countries in Russia, Ukraine, Kazakhstan, Uzbekistan, Iran, Poland, Turkey, Belgium, Bahrain, 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, 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 at the national brand award organised by IE Singapore. MacCoffee was ranked one of "The Strongest Singapore Brands".

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

The Blue Edge Pte Ltd

Tel: 65-7383845