



PRESS RELEASE

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Food Empire Delivers New Beverage Selections For Discerning Chocoholics and Coffee Lovers

***Introducing Klassno® Hot Chocolate Drinks,
Real Express® 3-in-1 Coffee Mix and
MacCoffee® Milk Coffee Ready-to-drinks!***

Singapore, 17 December 2004 – Food Empire Holdings, a leading food and beverage group best known for its house brand MacCoffee instant coffees across Russia and Eastern Europe, has launched several new beverages targeted at chocolate and coffee lovers recently. These include Klassno Hot Chocolate Drink -- Dark and Light, Real Express 3-in-1 Coffee Mix as well as MacCoffee Milk Coffee ready-to-drinks (RTDs).

Chocoholics Anonymous

Chocolate fanatics can now savour either well-rounded or softer variations of drinking chocolate with the new Klassno Hot Chocolate Drinks. Klassno Hot Chocolate Drink -- Dark is a ready drinking chocolate mix that consists of extra cocoa content to allow for a richer and fuller taste for the dark chocolate lover. Klassno Hot Chocolate Drink – Light, on the other hand, delivers an alternative for consumers who prefer their cocoa softer and creamier.

Both beverage selections are cholesterol-free and low in fat since they contain non-dairy creamers. Unwind with a satisfying mug of Klassno Hot Chocolate Drink at the end of the day or any time you need that comfort drink!

Both products are currently shipping and will be available in Canada by Jan 2005.

Real Express, Instant Gratification

Created exclusively for the Indonesian market, the Real Express brand of coffees promises to flood your senses with the strongest café aromas.

The Real Express 3-in-1 Coffee Mix is the first product to be launched under the new brand. Carefully blended with both Arabica and Robusta beans, this is the perfect beverage for consumers who love richer and flavourful coffees!

Real Express 3-in-1 Coffee Mix comes in convenient sachet strips to cater to the consumption behaviour in Indonesia. Real Express is now available in selected cities across Indonesia and marketed through Food Empire's joint venture company, PT ABC Future.

Caffeine On the Go!

For that quick caffeine fix, reach out for the MacCoffee Milk Coffee Drink ready-to-drinks (RTDs)! This selection comes in handy 250ml cans and comprises 2 variations – Original or Rich.

The MacCoffee Milk Coffee Drink RTDs present a convenient option for those who prefer their coffees chilled. Just pop the RTD cans in the fridge and you can enjoy smooth-tasting brewed coffee cold whether at home or in the office!

This selection of MacCoffee RTDs is available in Russia and several countries across Eastern Europe.

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 12 offices (representative and liaison) in 11 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 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" for two consecutive years in 2003 and 2004.

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

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