



Press Release
(For Immediate Release)

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Food Empire Holdings wins Singapore Packaging Star Award 2004 For Innovative Design And Packaging

Singapore, 31 March 2005 – Singapore-listed Food Empire Holdings Ltd has been awarded the Singapore Packaging Star Award 2004 for innovative design and packaging for its Klassno canned Iced Peach Tea and Iced Lemon Tea.

This is the fifth consecutive year that Food Empire Holdings, a leading food and beverage manufacturing and marketing group, has received these coveted awards in the Commercial Sales and Display Category. The awards were given last night at a Gala Dinner organised by the Singapore Manufacturers' Federation (SMa).

The Singapore Star Award is an annual event organised jointly by Singapore Manufacturers' Federation (SMa) and the Packaging Council of Singapore (PCS). The awards are given for innovative and creative designs with quality products and packaging. It aims to recognise and reward excellence in the use of design and technology in packaging.

Mr Tan Wang Cheow, chairman and managing director of Food Empire Holdings said: "It is both an honour and a motivation to win this award for the fifth consecutive year. It underscores our commitment to create quality products that are superior both in taste and packaging. Having quality products enables us to compete strongly in a highly competitive global market."

This year, Food Empire Holdings received an award for its vibrant design of its Klassno brand of canned ready to drink Iced Peach Tea and Iced Lemon Tea. Both beverages are packaged in slim attractive cans with vivid orange for the Peach tea and sunny yellow for the Lemon tea. They are available in 250 ml x 24 cans per tray.



Food Empire has received numerous accolades over the past decade:

- Food Empire was honoured in the first ever Singapore International 100 Ranking in 2005 by IE Singapore which identified Singapore's top 100 companies ranked by overseas revenue.
- Food Empire was ranked one of Singapore's Most Valuable Brands, for the second consecutive year, at the prestigious national Singapore Brand Award 2004.
- In 2003, Food Empire was a winner of "The Most Valuable Brands Award" while its flagship instant coffee brand MacCoffee was a winner of "The Strongest Brands Award" at the Singapore Brand Award 2003.
- Food Empire has been in the national Singapore 1000 ranking for the past two consecutive years.
- Food Empire's manufacturing arm, FES Industries Pte Ltd (FESI), was ranked one of Singapore's "Fastest Growing 50" companies in 2004.
- Food Empire's Hyson Liquor Tea range was selected to be showcased at SIAL 2004 Innovations – the world's premier food and beverage show held in Paris biennially.
- MacCoffee 3-in-1 won the International "Golden Trade Marks" awards for the 2nd consecutive year (Ukraine, 2003).
- 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 the winner – 2001, 2002 and 2003 – for "Best Instant Coffee Beverage of The Year" in Ukraine's "Choice Of The Year."

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 about 60 countries globally in markets such as Russia, Eastern Europe, Central Asia, the Middle East and Indochina. The Group has 19 offices (representative and liaison) in 18 countries, including Bahrain, Bangladesh, Belgium, Canada, China, India, Indonesia, Iran, Kazakhstan, Mongolia, Poland, Russia, Singapore, Sri Lanka, Thailand, Turkey, Ukraine 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 400 types of products under its own brands including Bésame, FesAroma, Hyson, Klassno, Kracks. MacCandy, MacCoffee, OrienBites, Real Express, TeaKravings and Zinties. MacCoffee, the group's flagship brand, has been consistently rated as a market leader over the past few years and has been 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; as well as being ranked among the top "Singapore International 100 companies" based on overseas revenue in 2004

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