



## **Food Empire Honoured As Singapore's Most Valuable Brand Four Years Running**

**Singapore, 7<sup>th</sup> November, 2006** - SGX main board-listed Food Empire Holdings, a leading food and beverage group was today honoured as one of Singapore's most valuable brand at the 2006 Singapore Brand Awards.

Organised by IE Singapore, the award recognises the top 15 Singapore companies whose brand, or portfolio of brands are the most valuable in the nation.

Food Empire's portfolio of brands – which includes its flagship brand MacCoffee - ranked 14<sup>th</sup> in this year's award with an estimated brand value of S\$98.4 million.

Mr Tan Wang Cheow, Chairman and Managing Director of Food Empire said: "We are elated to be recognized as one of Singapore's most valuable brands four years running. This award confirms the success of our brand building efforts in over 59 countries throughout the world."

"In building our portfolio, Food Empire has always focused on creating unique and distinct positions for our brands that reinforce the premium quality of the products that we sell."

"Our brand building efforts have made our products the market leader in many emerging markets such as Russia, Kazakhstan and Ukraine. This award is a testament to what a well-managed homegrown brand can achieve in the global marketplace."

"The award encourages Food Empire to pursue its strategy to be a premier global food and beverage group, bringing our valued proprietary brands and quality products to every corner of the world."

"2006 has been a special year for the Group with our flagship brand, MacCoffee, achieving success in the new emerging markets of the Commonwealth Independent States," Mr Tan said.



Food Empire's recipe for building a successful brand includes:

1. Continuous nurturing of the brands through consistent investment in dynamic marketing, advertising and promotions;
2. Creative brand building;
3. Strong global distribution network;
4. Ability to identify potential markets with good consumer demand for its products;
5. An experienced team of international staff with the expertise to develop the business effectively in the different geographical territories; and
6. Effective quality control in the delivery of products to meet the expectations of the markets.

#### **Top 15 Most Valuable Brands in Singapore**

Company	2006 Rank	Value (\$ mil)
SingTel*	1	2,673.4
UOB	2	2,187.9
DBS Bank	3	1,462.1
Asia Pacific Breweries*	4	1,362.9
Shangri-La#	5	1,217.9
OCBC Bank	6	1,113.7
Great Eastern	7	692.5
Singapore Airlines	8	354.7
Brand's	9	165.3
OSIM	10	156.3
F&N* (soft drinks)	11	150.2
Tiger Balm	12	143.7
Petra Foods*	13	130.0
<b>Food Empire*</b>	<b>14</b>	<b>98.4</b>
Creative	15	69.5

(\* Portfolio of Brands #New Entrant)  
(Source : IE Singapore)



### ***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 59 countries in markets such as Russia, Eastern Europe, Central Asia, China, Indochina and the US. The Group has 18 offices (representative and liaison) - 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 250 types of products under its own brands including MacCoffee, Klassno, Hyson, FesAroma, 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, 2004 and 2005 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).***

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