



FOR IMMEDIATE RELEASE:

Haute MacChocolate Brimming with Extraordinary Flavours

Harmonious blends of rich flavours with satiny smooth chocolate beverage rich in taste and creamy in feel

June 28, 2006, Singapore - Food Empire Holdings, a leading food and beverage group best known for its house brand MacCoffee across Russia and Eastern Europe, introduces a satiny smooth chocolate beverage brimming with exciting flavors.

The harmonious blend of nutty and fruity flavours with delicious chocolate results in a tantalizingly tasty MacChocolate that is rich and creamy.

Choco-lovers across Russia and Eastern Europe are now able to enjoy the thick, creamy hot chocolate in new flavours such as almond, hazel nut, orange and raspberry.

These new additions to the product range aim to fulfill the innate craving for rich savoury treats. The newest MacChocolate offerings are available in convenient single sachets with each box containing 10 such sachet and would be launched in Russia and Eastern European countries.



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 200 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, 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

Contact:
Daphne Wan
Food Empire Holdings Limited
+65 6744 8911
+65 6744 2116
daphne@foodempire.com
www.foodempire.com