



FOR IMMEDIATE RELEASE:

TEASE YOUR TASTE BUDS WITH THE ALL NEW KLASSNO COLOMBIAN BLEND BLEND



Singapore, 5th March 2010 – Mainboard-listed Food Empire Holdings, a global leading food company introduces the all new Klassno Colombian Blend and it comes with three different flavours - Original, Mocha and Premium.

Due to the growing popularity of specialty coffee, this new range of instant coffee is created to tempt coffee lovers' palate with a luscious, richer and more full-bodied cup.

It is made with the highest-quality, ethically sourced 100% *Colombian* beans. The magic is in a proprietary, all-natural process that we have spent years perfecting. We micro grind the coffee in a way that preserves all of their essential oils and flavor.

The three flavours of Klassno Colombian Blend will be available at all Malaysia's hypermarts, supermarkets, minimarkets and leading provision stores in May 2010.

All other Klassno beverages are now enjoyed in many markets worldwide, including Australia, Iran, China, Saudi Arabia, Middle East, Ukraine, Korea and Japan.

Did you know?

- *Colombia coffee bean is one of the most expensive coffee beans in the world.*
- *Colombian coffee plant is grown for three to four years before it can be harvested.*
- *The average tree produces only one pound of high quality coffee each year.*

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About Food Empire Holdings

SGX Mainboard-listed Food Empire Holdings (Food Empire) is a global leading food company that manufactures and markets instant beverage products, frozen convenience food, confectionery and snack food.

Food Empire's products are exported to over 60 countries in markets such as Russia, Ukraine, Kazakhstan, Central Asia, China, Indochina, the Middle East, Mongolia and the U.S. The Group has 18 offices (representative and liaison) – in Russia, Ukraine, Kazakhstan, Uzbekistan, Iran, Poland, Turkey, Belgium, Bahrain, Mongolia and Vietnam.

The Group's products include a wide variety of beverages including regular and flavoured coffee mixes and cappuccinos, chocolate drinks, instant breakfast cereal and flavoured fruit teas. It also markets a refreshing range of food products including snack food such as potato crisps, confectionery and an assortment of frozen convenience food such as bite-sized morsels of seafood, dim sum and spring roll.

Food Empire's strength lies in its proprietary brands, including MacCoffee, Petrovskaya Sloboda, Klassno, Hyson, OrienBites and Kracks and has over 400 types of products under these brands. MacCoffee - the group's flagship brand - has been consistently ranked as the leading 3-in-1 instant coffee brand in the Group's core markets including Russia, Ukraine and Kazakhstan.

Since its public listing in 2000, Food Empire has won numerous accolades and awards including being ranked one of “The Most Valuable Singapore Brands” at the national brand award organised by IE Singapore. MacCoffee was ranked one of “The Strongest Singapore Brands” and the company has been named one of the “Best under a Billion” companies in Asia by Forbes Magazine.

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