



**FOR IMMEDIATE RELEASE**

## **More Good Tidings for Chocolate Lovers!**

***Food Empire Introduces MacChocolate®,  
3in1 instant chocolate drink in Russia and Eastern Europe***

**Singapore, 07 March 2005** – Choco-lovers across Russia and several parts of Eastern Europe are now able to enjoy thick, creamy hot chocolate right from the comfort of their homes or work places. Say hello to MacChocolate instant chocolate drink – Food Empire’s latest instant beverage addition, an extension to its MacCoffee instant coffee fame.

The new MacChocolate aims to fulfil that innate craving for rich savoury treats we all have now and then. Or if you fancy a satisfying pick-me-up in the mornings, make yourself a MacChocolate cuppa too!

This beverage selection is available in convenient single sachets, boxes of 10 sachets, as well as poly-bags of 20. MacChocolate is currently shipping to Russia and Eastern European countries.

For product enquiries, please contact:

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### ***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 170 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 named among the top Singapore International 100 companies based on overseas revenue for 2004.

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