



FOR IMMEDIATE RELEASE:

Contact:  
Daphne Wan  
Food Empire Holdings Pte Ltd  
+65 6744 8911  
+65 6744 2611  
daphne@foodempire.com  
[www.foodempire.com](http://www.foodempire.com)

## **Convenient 3-in-1 MacTea Instant Tea Mix in Six Flavours**

**Deliciously, Fruity Flavours to suit Your Preference!!**

**September 13, 2005, Singapore** – Food Empire Holdings, a leading food and beverage group best known for its house brand MacCoffee, introduces deliciously fruity flavours to its range of MacTea instant mixes.

Tea drinkers have a wide array of flavours to choose from – Strawberry, Lemon, Peach, Apple, Raspberry and Blackcurrant. This selection of sweet and tangy fruits is guaranteed to excite any tea lover.

Convenient sachet packs ensure that MacTea consumers can now enjoy flavoured tea of their choice anytime and anywhere.

Whatever your choice may be - sweet or tangy, plain or fruity, MacTea has them all!

Go ahead and make a refreshing choice with MacTea!!

The product will be available in Russia by September 2005.

## **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 50 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 170 types of products under its own brands including MacCoffee, Klassno, Hyson, FesAroma, Bésame, OrientBites, 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 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)***

###