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## **SHARING CLASSIC MOMENTS WITH KLASNO 3-IN-1**

### **KLASNO'S NEW OFFERINGS OF BEVERAGES IN SMART PACKAGING**

**September 13, 2005, Singapore** – Food Empire Holdings, a leading food and beverage group, introduces variety to its classic Klassno range of beverages.

Klassno lovers will have a wider selection in the range– Instant Chocolate and Instant Irish Cream Coffee.

Coffee drinkers are no longer restricted to just classic coffee, but can pamper their inner senses with luscious and satiny Chocolate beverage or an irresistible Irish cream coffee.

Whether you choose to engulf your senses in Klassno's rich chocolate or unreel with a cup of Irish Cream coffee, Klassno meets all your needs.

Smart packaging complements a good selection of beverages in Klassno. Klassno's newest offerings come in a smart Stick pack that is convenient to carry and use anywhere.

Klassno Non Dairy Creamer is also available for those who wish to complement their Coffee, Tea or Chocolate. The creamer comes in a stylish jar that does justice to its contents.

The products will be available 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)***

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