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RELISHING LUSCIOUS EXPERIENCE WITH MACCOFFEE CLASSIC CAPPUCCINO

Engulf Your Senses with MacCoffee Cappuccino Classic

September 8, 2005, Singapore – Food Empire Holdings, a leading food and beverage group best known for its house brand MacCoffee instant coffees, introduces its very own deliciously thick and frothy instant cappuccino in the market of Vietnam.

MacCoffee Cappuccino Classic delivers a thick and foamy cup of cappuccino in an instant to anyone who wishes to enjoy a delicious cup of creamy coffee.

MacCoffee Cappuccino Classic's balanced blend of coffee, sugar and creamer delivers a smooth and rich cuppa. Following simple instructions on the pack, a steaming hot cup or an icy cold glass of coffee can be easily prepared in an instant.

Now relishing a rich coffee experience is a matter of seconds!! Prepare yourself a cup of MacCoffee Cappuccino Classic and enjoy!

The product is imported and packed in Vietnam. It 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 200 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

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