

**NEWS RELEASE:**

**MacCoffee<sup>®</sup> Awarded SuperBrand Status in Russia**

***Food Empire's Flagship Brand, MacCoffee<sup>®</sup>, awarded SuperBrand Status in an Award Ceremony held in Novinsky Passage, Moscow***

**Singapore, 9<sup>th</sup> Feb 2007** - Mainboard-listed Food Empire Holdings ("Food Empire" or "the Group") - a leading food and beverage group is pleased to announce that its flagship brand, MacCoffee<sup>®</sup> has been awarded SuperBrand status in Russia in the Consumer Goods (B2C) category.

The award was unveiled in a ceremony held in Novinsky Passage, Moscow on 1<sup>st</sup> February 2007 and attended by many leaders of the Russian SuperBrands, the independent brand arbiter, heads and representatives of more than 60 local and foreign companies, representatives of the Russian and foreign media.

Two books featuring success stories on SuperBrands were also unveiled during the ceremony.

"The award of the SuperBrand status reiterates that MacCoffee<sup>®</sup> has successfully captured the essence of the widely diverse and competitive 3-in-1

market by making its brand stands out amongst the rest with its unique brand building efforts in the marketplace.”

“We will continue to bring the MacCoffee® experience to all through more innovative and focused brand building activities,” said Mr Sudeep Nair, Executive Director and Head of Moscow Representative Office.

“We are elated to be awarded the SuperBrand status in Russia. This signifies a strong recognition of the successful efforts made by local homegrown companies in global brand building and marketing in the global marketplace. Bearing its significance, the accolade is a strong recognition of our successful efforts in building a unique and distinctive position with our portfolio of winning brands and premium quality products in these challenging international markets. Our success in making our flagship brand, MacCoffee®, the market leader in the emerging markets such as Russia, is a testament of how a well-managed homegrown brand can achieve in the global marketplace.”

“The award will continue to spur Food Empire in pursuing its continuous expansive strategy to be a premier global food & beverage group, bringing our valued proprietary brands and quality products to every corner of the global marketplace,” said Mr Tan Wang Cheow, Chairman and Managing Director of Food Empire Holdings Limited.

**Contact:**

Daphne Wan

Marketing Communications Manager

Food Empire Holdings Limited

+65 6744 8911

+65 6744 2116

[daphne@foodempire.com](mailto:daphne@foodempire.com)



### ***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 59 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 400 types of products under its own brands including MacCoffee, Klassno, Hyson, FesAroma, 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 Group has won numerous accolades and awards including being ranked one of "The Most Valuable Singapore Brands" in 2003, 2004, 2005 and 2006 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).***