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Taste Quality Coffee in MacCoffee Colombian 3-in-1

Coffee has never tasted better!!

September 13, 2005, Singapore – Food Empire Holdings, a leading food and beverage group best known for its house brand MacCoffee, introduces MacCoffee Colombian- Fine-roasted and uniquely tasty Colombian 3-in-1 coffee.

Coffee connoisseurs can now savour the well known Colombian coffee taste in MacCoffee's premium range.

The latest addition to MacCoffee's line of products is made with premium quality finely roasted Colombian beans which gives it a unique aroma and taste.

Smart Packaging complements good quality coffee. MacCoffee's newest offering comes in stylish Stick packs for those who wish to enjoy the best original mix at any time of their convenience.

The product will be available in Poland 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, OrienBites, 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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