



Press Release
(For Immediate Release)
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Food Empire Holdings Introduces Delectable Kracks Rice Crackers and Apple Chips

Singapore, 8 June 2004 – Singapore-listed food and beverage company Food Empire Holdings is pleased to announce the much-heralded launch of two delicious snacks - Kracks Rice Crackers and Kracks Apple Chips.

i. Kracks Rice Crackers

A popular Japanese-style snack that is both tasty and healthy as it is made mainly from organically grown glutinous rice and organic soy sauce. Arare is the Japanese name for this form of dry roasted, plain rice crackers made only from glutinous rice or sticky rice. This snack comes in a variety of shapes, sizes and flavours including some with seaweed. They are dry roasted and therefore extremely low in fat.

The crispy snack is made using high technology and much skill. It is made by steaming rice flour and then rolling it into a thin layer. After being coated with soy sauce, the dough is baked to form the salty, crispy snack.

Kracks Rice Crackers come in 80g x 12 canisters per tray. Each canister is a handy size with Kracks trademark logo and a yellow and brown design to reflect the earthy nature of this wholesome snack.

ii. Kracks Apple Chips

A crunchy and natural snack made of dried sliced apples without any preservatives or sugar. This snack food is ideal to meet the growing consumer demand for natural and healthy snacks.

With a good blend of slightly sweet and tangy taste to tickle the palate, the refreshing natural apple taste remains especially since almost 75% of the nutrients are retained through a special dehydration processing method.

This snack is ideal for all ages as it contains hardly any fat and has no preservatives and cholesterol.

Kracks Apple Chips are packed in 38g fire-engine red canisters and are available in trays of 12 canisters.

These two new snack items join the growing portfolio of popular and scrumptious snacks – including Kracks Potato Crisps in five tasty flavours – marketed under the Kracks brand by Food Empire Holdings.

About Food Empire Holdings

Listed on the main board of the Singapore Exchange, 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 40 countries in markets such as Russia, Eastern Europe, Central Asia, China, Indochina and the US. The Group has 13 offices (representative and liaison) in 12 countries in Russia, Ukraine, Kazakhstan, Uzbekistan, Iran, Poland, Turkey, Belgium, UAE, Mongolia, China 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, FesAroma, Bésame, OrienBites, MacCandy and Kracks. Its flagship brand MacCoffee 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.

For more information on Food Empire, please visit www.foodempire.com

Issued For And On Behalf of Food Empire Holdings By:

The Blue Edge Pte Ltd

(Business communications consultancy)

For more information please call:

Ms Jenny Lam

Director

The Blue Edge Pte Ltd

Tel: 65-7383845