

FOR IMMEDIATE RELEASE:

FOOD EMPIRE LAUNCHES KLASSNO FREEZE DRIED 3-IN-1 RANGE



Singapore, 12TH December 2011 – Mainboard-listed Food Empire Holdings (“Food Empire” or “the Group”) - a leading food and beverage group has recently launched a new assortment to its Klassno range of instant coffee in Australia – Freeze Dried 3-in-1 Coffee Mix range.

This unique 3-in-1 is made from 100% quality freeze dried Arabica coffee that is bold and full-bodied. It also offers a rich, smooth taste that is both flavorful and aromatic all at once. We are sure this coffee range is going to leave consumers completely satisfied and IT comes in three flavors – Original, Irish Cream and Latte.

Just tear open the pack and add water. Let the coffee brew 10 seconds, stir, savour and enjoy. From production through to tasting, nothing is taken for granted. This is why every cup delivers the ultimate coffee experience.

Klassno beverages are now enjoyed in many markets worldwide, including Australia, Iran, China, Saudi Arabia, Middle East, Ukraine, Korea and Japan.

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About Food Empire Holdings

SGX Mainboard-listed Food Empire Holdings (Food Empire) is a global leading food company that manufactures and markets instant beverage products, frozen convenience food, confectionery and snack food.

Food Empire's products are exported to over 60 countries in markets such as Russia, Ukraine, Kazakhstan, Central Asia, China, Indochina, the Middle East, Mongolia and the U.S. The Group has 18 offices (representative and liaison) – in Russia, Ukraine, Kazakhstan, Uzbekistan, Iran, Poland, Turkey, Bahrain, Mongolia and Vietnam.

The Group's products include a wide variety of beverages including regular and flavoured coffee mixes and cappuccinos, chocolate drinks, instant breakfast cereal and flavoured fruit teas. It also markets a refreshing range of food products including snack food such as potato crisps, confectionery and an assortment of frozen convenience food such as bite-sized morsels of seafood, dim sum and spring roll.

Food Empire's strength lies in its proprietary brands, including MacCoffee, Petrovskaya Sloboda, Klassno, Hyson, OrienBites and Kracks and has over 400 types of products under these brands. MacCoffee - the group's flagship brand - has been consistently ranked as the leading 3-in-1 instant coffee brand in the Group's core markets including Russia, Ukraine and Kazakhstan.

Since its public listing in 2000, Food Empire has won numerous accolades and awards including being ranked one of "The Most Valuable Singapore Brands" at the national brand award organised by IE Singapore. MacCoffee was ranked one of "The Strongest Singapore Brands" and the company has been named one of the "Best under a Billion" companies in Asia by Forbes Magazine.

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