



**FOR IMMEDIATE RELEASE:**

**Food Empire Participates in ANUGA held in Cologne, Germany from 8th to 12th October 2011**



**Singapore, 6<sup>th</sup> October 2011** – Main board-listed Food Empire Holdings (“Food Empire” or “the Group”) – will be participating in ANUGA that is to be held in Cologne, Germany from 8th to 12th October 2011. Food Empire would like to take this opportunity to invite all guests to visit its booth at **No. C17 Hall 2.1**, which features more than 400 products under its home grown brands.

Its flagship brand, MacCoffee is regarded as one of the strongest brands in the instant coffee mix segment today. With offerings like 3 in 1 Original, Strong and Flavored coffee, Cappuccino, premium soluble coffee and the like, MacCoffee has a wide variety of coffee to suit all types of taste buds.

The Group’s snack food brand, Kracks will also be showcased at ANUGA. With a variety of flavors to choose from – Original or Sour Cream & Onion or Tomato & Paprika,

Kracks has something to offer every snack food enthusiast. Kracks has extended its product range to Cheese Balls, Multigrain Crisps & Corn Crunches. OrienBites, Food Empire's premium frozen convenience food will be featured at **Hall 4.2 Booth no. D30**; it offers food lovers a range of authentic & traditional Oriental cuisine

Food Empire also offer a wide range of exotic teas which are selected amongst the best quality Ceylon tea gardens and it is marketed under 2 premium brands – Hyson Teas & Tea Kravings , which will be showcased in **Hall 2.2 Booth No. A10**.

In case you need further information, please do write to us and we would be happy to assist you. You could also view our achievements & other information on our activities on our corporate website [www.foodempire.com](http://www.foodempire.com).

Looking forward to welcoming you at ANUGA, Cologne.

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***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 60 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, OrienBites 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 and 2005 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).***

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