



Press Release

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Haute MacChocolate Brimming with Extraordinary Flavours

28 Jun 2006, Singapore - Food Empire Holdings, a leading food and beverage group best known for its house brand MacCoffee across Russia and Eastern Europe, introduces a satiny smooth chocolate beverage brimming with exciting flavors.

The harmonious blend of nutty and fruity flavours with delicious chocolate results in a tantalizingly tasty MacChocolate that is rich and creamy. Chocolate-lovers across Russia and Eastern Europe are now able to enjoy the thick, creamy hot chocolate in new flavours such as almond, hazelnut, orange and raspberry.

These new additions to the product range aim to fulfill the innate craving for deliciously rich treats. The newest MacChocolate offerings are packed in convenient single sachets and are available in boxes of 10.

About MacChocolate

Representative office of TM MacChocolate started operations in Ukraine since 1995. Today, Company has in its portfolio over 200 products, selling them under brands MacCoffee, MacChocolate, MacTea, Besame and Kracks. Quality of MacCoffee products was recognized by most prestigious international competition “#1 Choice of the Year” – MacCoffee 3in1 was recognized as “Best Coffee Mix” 5 times – 2001, 2002, 2003, 2005, 2006. Creative and outstanding advertising campaign for MacCoffee brand won Grand Prix of Kiev International Advertising Festival in 2005 and Silver Medal on Moscow International Advertising Festival.

For more information, pls log on www.macchocolate.com

About Food Empire

"We aim to be a leading global food and beverage company providing quality products and services. We will achieve this goal as we have the people, the passion and the enterprising spirit to make a difference. " SGX mainboard-listed Food Empire Holdings Limited is a leading food and beverage company headquartered in Singapore. We manufacture and market more than 200 types of instant beverages and food products such as frozen finger food, frozen seafood, candy and snacks under our own brands MacCoffee, Klassno, FesAroma, Besame, OrienBites, MacCandy, Zinties and Kracks.

Our products are exported and sold in more than 50 countries in major markets such as in Russia, Eastern Europe, Central Asia, Indochina and the US. Food Empire Holdings has 18 offices (liaison and representative) in Russia, Ukraine, Kazakhstan, Uzbekistan, Turkey, Iran, Poland, Belgium, Bahrain, Mongolia and Vietnam. We have 4 manufacturing plants in Asia where we exercise strict quality control to produce only the best products. Our competitive advantage is our international network, market knowledge and product expertise.

For more information, pls log on www.foodempire.com