

## **Food Empire awarded The Enterprise Award 2020/2021 under the Singapore Business Awards**



- The Enterprise Award under the Singapore Business Awards is one of the most prestigious business accolades in Singapore.
- The award is an endorsement to the Group's continued outstanding performance as a global brand during this pandemic.
- The Group will continue to build on this achievement and enhance its product offerings and presence in the global market.

**Singapore, 29 October 2021** – Food Empire Holdings Limited (“**Food Empire**”, together with its subsidiaries, the “**Group**”), is pleased to announce that it has been awarded The Enterprise Award 2020/2021 under The Singapore Business Awards, one of the most prestigious accolades in Singapore for local businesses.

Launched in 1985, The Singapore Business Awards is jointly organised by The Business Times and DHL to recognise small-and-medium enterprises for their outstanding achievements and performance. The aim of the awards is to acknowledge outstanding contributions by companies and their leaders towards Singapore's economic development.

The Enterprise Award is based on the following four criteria of Innovation, Financial Performance, Company Management, and Contribution to the Community, judged by a panel of experts from the various sectors of business, official agencies and academia. While the Group has performed remarkably in all of the four areas, its achievements in the areas of Innovation and Financial Performance throughout this past year has been key in clinching the award. The Group has established itself as a global brand with over 200 products sold in more than 50 countries and its 3-in-1 coffee mix, MacCoffee, being a household brand in Russia, Ukraine and Central Asia. Amidst the uncertainties and challenges brought about by the pandemic, the Group has also demonstrated its strong resilience and adaptability to increase sales and committing to efficient cost-saving measures.

**Food Empire Holdings Limited**  
**31 Harrison Road, #08-01, Food Empire Building, Singapore 369649**  
Phone: (65) 6622 6900 Fax: (65) 6744 8977  
Company Registration No.: 200001282G  
Incorporated in the Republic of Singapore



Commenting on the ranking, the Group's Executive Chairman, Mr Tan Wang Cheow, said, **"We are honoured to be awarded The Enterprise Award for 2020/2021 under the Singapore Business Awards. The award honours some of the most prominent businesses and people in Singapore and is an endorsement for our strong business performance during this ongoing pandemic. Despite the uncertainty due to the Covid-19 pandemic, we have been able to adapt to the challenges in the different markets we operate in and further increase our brand value. We will continue to build on this achievement and enhance our product offerings and presence in the global market."**

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**About Food Empire Holdings Limited (Bloomberg Code: FEH SP)**

SGX Mainboard-listed Food Empire Holdings (Food Empire) is a global branding and manufacturing company in the food and beverage sector. Its products include instant beverage products, frozen convenience food and snack food.

Food Empire's products are exported to over 50 countries, in markets such as Russia, Vietnam, Ukraine, Kazakhstan, Central Asia, the Middle East, China, Mongolia and North America. The Group has 23 offices worldwide and operates 8 manufacturing facilities in Malaysia, India, Vietnam, Russia and Ukraine.

Food Empire's products include a wide variety of beverages, such as regular and flavoured coffee mixes and cappuccinos, chocolate drinks and flavoured fruit teas. It also markets instant cereal mixes and assorted frozen convenience foods, as well as produces and markets potato crisps.

Food Empire's strength lies in its proprietary brands – including MacCoffee, Café PHO, Petrovskaya Sloboda, Klassno, Kracks and OrienBites. MacCoffee – the Group's flagship brand – has been consistently ranked as the leading 3-in-1 instant coffee brand in the Group's core market of Russia, Ukraine and Vietnam. The Group employs sophisticated brand building activities, localised to match the flavour of the local markets in which its products are sold.

Since its public listing in 2000, Food Empire has won numerous accolades and awards including being recognised as one of the "Most Valuable Singapore Brands" by IE Singapore (now known as Enterprise Singapore), while MacCoffee has been ranked as one of "The Strongest Singapore Brands". Forbes Magazine has twice named Food Empire as one of the "Best under a Billion" companies in Asia and the company has also been awarded one of Asia's "Top Brand" by Influential Brands. Food Empire was also presented with the Sustainability Award at the SIAS 20th Investors' Choice Award in Singapore. For more information, please refer to: <http://www.foodempire.com>

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**Issued for and on behalf of Food Empire Holdings Limited.**  
**by Financial PR**

Mr Romil Singh, [romil@financialpr.com.sg](mailto:romil@financialpr.com.sg)  
Tel: (65) 6438 2990 Fax: (65) 6438 0064