



## Healthy Enjoyment, The “F&N” Way!

**Singapore, June 27, 2007** – Consistent with its vision to be a world-class multinational enterprise with an Asian base providing superior returns, the 124-year old Fraser and Neave, Limited (“F&N”), announced today the launch of its new F&N Food and Beverage (“F&B”) corporate brand.

Recognising the changing lifestyle of its consumers, greater customer sophistication and the need for trust and good brand experiences, F&N’s introduction of its F&B corporate brand was developed with the purpose of forging the regional identity of its food and beverage business and unifying its category brands, many of which are leading brands, under a powerful banner. “Pure Enjoyment. Pure Goodness” marks the start of a new phase for the much loved and trusted company.

The new food and beverage corporate brand is important as it will serve as the growth platform as the company expands regionally. The strong affinity for the F&N brand will be used to leverage and reinforce the company’s strong category brands Magnolia, Fruit Tree, 100Plus, Seasons, Nutrisoy and more.

In conjunction with the launch of F&N F&B corporate brand, the company is proud to announce its collaboration with the Health Promotion Board (HPB) as the main sponsor of the National Healthy Lifestyle Campaign (NHLC) 2007. F&N joins HPB in its mission to build a nation of healthy and fit Singaporeans. F&N will embrace this vision of healthy enjoyment in all aspects of its business from its products to its people. F&N takes special effort to develop products that meet the Healthier Choice standard. Employees of F&N will set examples by adopting healthier choice meals in their canteen and take time to participate in the Fitness@ Work programme.

In the months that follow the unveiling of the new F&N F&B corporate brand, consumers all over Singapore will experience, share and enjoy an exciting flurry of activities that all

spell healthy enjoyment the F&N way. Excitement spelt every which way from new product formulations, packaging, communications, marketing and public relations programmes delivered by an exciting and vibrant team of people.

Consumers will get their first taste of the grand unveiling through F&N's high impact advertising and promotions programme on free to air and cable television, newspapers, radio, leading magazines and outdoor media. One such exciting initiative is the F&N 'mmmmm' Party Bus decked out like a modern café in F&N's food and beverage corporate brand's new colours. F&N will work with popular radio stations to treat some very lucky consumers and radio listeners to their very own party on the bus for eight consecutive weeks.

Also about town will be young, modern, vibrant and exciting F&N's ambassadors, who will meet and greet the public to introduce F&N's new food and beverage corporate brand.

With over 120 years of heritage, F&N is an integral part of Singapore's cultural consciousness. Consumers trust F&N for its thoughtful, exciting and innovative products and the company's progressive attitude has kept it in the forefront of the food and beverage industry.

Mr Wang Eng Chin, Acting CEO for F&B Division explains, "All across the world, people love great tasting drinks and foods. Singapore is no exception. Taste and health have become paramount to a consumer's basic choice in deciding on preferred products. Our Marketing and R&D departments are constantly developing new products that deliver on our promise of healthy enjoyment. This makes F&N the clear choice for our consumers."

-ends-

#### **About Fraser and Neave Limited**

Fraser and Neave, Limited (F&NL) is a leading Asia Pacific Consumer Group with core expertise and dominant standing in the Food and Beverage, Property and Publishing & Printing industries. Leveraging on its strengths in marketing and distribution; research and development; brands and financial management; as well as years of acquisition experience, it provides key resources and sets strategic directions for its subsidiary companies across all three industries. Today, F&N owns an impressive array of renowned brands that enjoy market leadership across a mix of beer, dairies, soft drinks and beverages; residential properties, retail malls and serviced residences; as well as publishing and printing services. Listed on the Singapore Exchange, F&N has shareholders' funds and total assets employed of close to S\$5 billion and S\$11 billion, respectively. F&N is present in more than 20 countries spanning Asia Pacific, Europe and USA and employs more than 14,500 people worldwide.

([www.fraserandneave.com](http://www.fraserandneave.com))

**Media Enquiries**

Please contact IMSG at +65 6479 3733 or 6474 3633.

Tan Shou Chen  
mobile: 97417548  
[shouchen.tan@imsg.sg](mailto:shouchen.tan@imsg.sg)

Nalini Naidu  
mobile: 96333198  
[nalini.naidu@imsg.sg](mailto:nalini.naidu@imsg.sg)

# Appendix

## Complete list of products under F&N food and beverage Corporate Brand

### **Milk**

Magnolia  
Daisy  
Farmhouse

### **Yogurt**

aLIVE

### **Fresh Soya**

NutriSoy

### **Juices**

Fruit Tree

### **Freshly Brewed Tea**

NutriTea

### **Isotonic**

100 Plus

### **Water**

Ice Mountain

### **Ready-To-Drink Fruit Teas / Asian Soft Drinks**

Seasons

### **Carbonated Soft Drinks**

F&N

### **Mixers**

F&N

### **Ice Cream**

Magnolia  
Meadow Gold

### **Cordial**

F&N

### **Canned Milk**

F&N