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### **CASE works with two associations to enhance transparency**

From 14 December 2011, consumers will find the prices of beverages clearly displayed at some 750 coffeeshops throughout Singapore. The two associations that represent these coffeeshops, Foochow Coffee Restaurant & Bar Merchants Association and Kheng Keow Coffee Merchants Restaurant & Bar-Owners Association, have responded to CASE's efforts to display the prices.

This spells good news as with the increased transparency, consumers can be informed of the prices upfront and make informed choices. With this initiative, the members under the two associations also agreed to provide quality drinks and better services in order to remain competitive. In addition, food stalls in the members coffee shops are now also encouraged to display prices of their food items.

Both Foochow Coffee Restaurant & Bar Merchants Association and Kheng Keow Coffee Merchants Restaurant & Bar-Owners Association are supportive of the new move.

“On behalf of our Association, I would like to applaud CASE’s effort to enhance price transparency for consumers. This is a good initiative, and as a body representing members of coffeeshops, we are glad to support CASE and help consumers to make an informed choice”, said Mr Hong Poh Hin, Chairman, Foochow Coffee Restaurant & Bar Merchants Association.

Mr Thomas Foo, Chairman, Kheng Keow Coffee Merchants Restaurant & Bar-Owners Association also expressed support for the collaboration. “Consumers are more likely to patronise businesses with good business practices. We are supportive of this initiative as it will value-add to the service that we are committed to provide to the consumers”.

Mr Yeo Guat Kwang, CASE President, is pleased with the collaboration. “One of the good business practices that CASE is constantly pushing for is price transparency. I am glad to see the two coffee shops associations committing to enhance price transparency. Such initiative will enable consumers to make an informed choice. With their commitment, 750 coffee shops in Singapore will have their drink prices displayed. Moving forward, we will like to see more coffee shops adopting the same practice together with the food stalls operating in the same shops.”

Yeo Guat Kwang  
CASE President