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MEDIA RELEASE

### **CASE FOUND COMPETITIVELY PRICED COOKED FOOD ACROSS SINGAPORE**

A price survey conducted by the Consumers Association of Singapore (CASE) last month on cooked food sold in coffeeshops and hawker centres, revealed that consumers could buy a reasonable meal per person at \$2.50 and below. Of the 388 food items surveyed by CASE, 240 can be bought at \$2.50 and below – 61.85% of the total sample population. Prices of the samples from 5 common food items are rather consistent across those stalls surveyed in different parts of Singapore. We are also heartened to note that in these days of rising inflation, the public is still able to find stalls that could provide for a meal that cost \$2 and below.

Objective:

The aim of this survey is to find out the prices of common cooked food in coffeeshops and hawker centres to determine the cost of a reasonable meal per person.

This survey

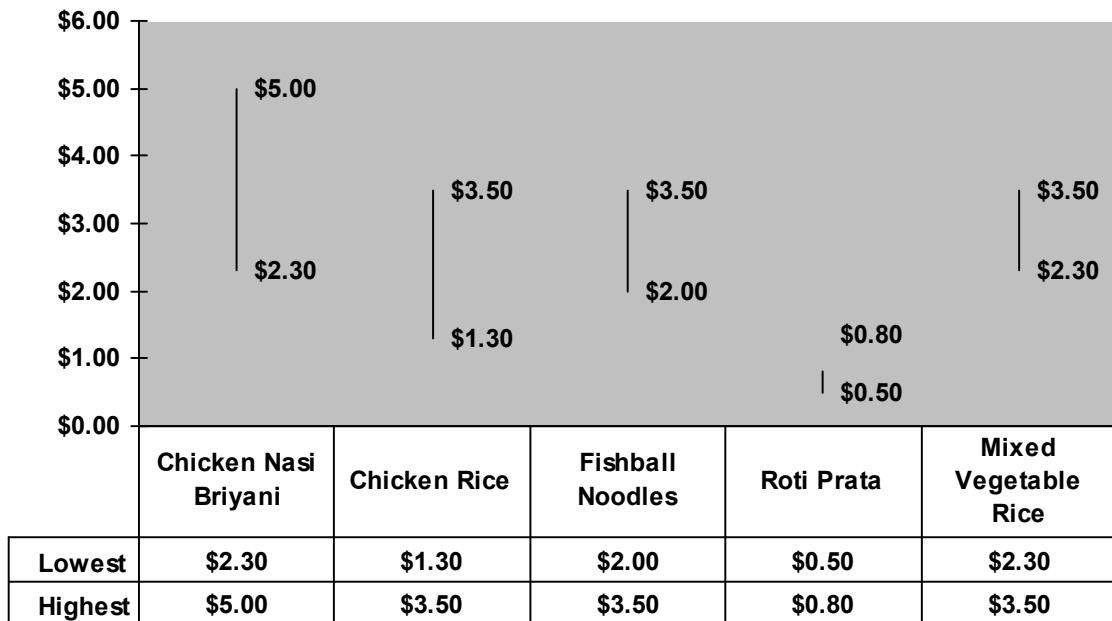
- a. Includes the collation of prices for 5 common food items that are sold across Singapore, namely chicken nasi briyani, chicken rice (non-halal), fishball noodles, roti prata (plain) and mixed vegetables rice (consisting of two vegetables and 1 meat). Prices are based on the basic and cheapest 1-person portion sold by the

- stalls (without any additional condiments/ingredients), and price per piece for roti prata.
- b. covers 4 broad zones in Singapore – North, South, East and West. It is a random survey, which is not meant to capture all the prices available.
  - c. targets at cooked food stalls that are found in open air coffeeshops and hawker centres in the four zones (air-conditioned food outlets are excluded).
  - d. is conducted by CASE officers with the help of mystery shoppers between 21 May 2008 to 6 June 2008.
  - e. registered the prices of 388 food samples from 132 coffeeshops and hawker centres from all the 4 zones (about 100 samples surveyed from each zone). This survey is on prices, not the quality or quantity of the samples.

CASE findings of the prices of each individual food items can be found in Annex A; the modal prices of individual food items in each zone in Annex B. Detailed statistics of CASE's findings will also be available on [www.case.org.sg](http://www.case.org.sg).

Fig 1a below shows the range of prices of each individual food item randomly picked from various parts of Singapore.

**Fig 1a. Range of prices of each individual food item**



**Table 1. Percentage difference between the lowest and highest price surveyed on each individual food item**

Food item	Lowest Price Surveyed	Highest Price Surveyed	Percentage difference
Chicken Nasi Briyani	\$2.30	\$5.00	117.39%
Chicken Rice (non-halal)	\$1.30	\$3.50	169.23%
Fishball Noodles	\$2.00	\$3.50	75.00%
Roti Prata (Plain)	\$0.50	\$0.80	60.00%
Mixed Vegetable Rice (2 veg + 1 meat)	\$2.30	\$3.50	52.17%

CASE also observes the following:

- 1) For chicken briyani, 84% of the samples were sold at \$4 and below. Most of the chicken rice samples or 72.4%, were sold at \$2.50 and below. Most of the fishball noodles samples (70% of them) were sold at \$2.50 and below; in fact, about 6% of them were still sold at \$2 per bowl. Most of the roti prata samples (70% of them) were sold at 70 cents per piece - going by an average meal size of 3 pieces of prata, it will cost \$2.10 per meal.
- 2) Generally, consumers should be able to buy the food items at \$2.50 or less.
- 3) Among those stalls surveyed, the pricing of the food items indicated on the signboard is consistent with the selling price. If there is a change in the pricing, stall holders do indicate the new selling price on a piece of paper pasted over the old selling price.
- 4) Few stalls charged for take-away.
- 5) Our surveyors found 2 stalls selling roti prata on the basis that consumers buy at least 2 pieces. The stalls either stated this condition on the storefront or informed the surveyor before purchase.
- 6) Among the stalls surveyed in the west zone, there were no stalls selling food at \$2 or below for chicken rice and fishball noodles in comparison to those surveyed in other zones.
- 7) South zone had the most number of samples that were priced competitively at \$2 or below. For example, a stall in ABC Brickworks Food Centre (Jalan Bukit Merah) had the lowest chicken nasi briyani price of \$2.30, as compared to all the other briyani samples. An Indian food stall at Hong Bin Eating House (Mei Ling Street) was also found to sell plain roti prata at \$0.50 per piece, about 28% cheaper than the average \$0.70.

- 8) Besides these budget finds, Albert Centre food centre at Queens Street also had the most stalls selling chicken rice and fishball noodles at \$2.00.
- 9) The modal prices for chicken nasi briyani, chicken rice, fishball noodles, roti prata and mixed vegetable rice are \$4.00, \$2.50, \$2.50, \$0.70 and \$2.50 respectively. This meant that we found the highest percentage of vendors selling at these prices for the food items (refer to Annex B).

We also wish to highlight the below stalls for their competitive pricing:

No	Zone	Area	Food Item	Stall Name/Address	Retail Price
1	North	Hougang	Chicken Rice	Seletar Yong Ji Chicken Rice Blk 105 Hougang Ave 1 #02-21	\$2.00
2	North	Ang Mo Kio	Chicken Rice	He Wei Hainanese Chicken Rice Ang Mo Kio Ave 6 Blk 724 Market and Food Centre	\$2.00
3	South	Bukit Merah	Chicken Nasi Briyani	Y.R.A Indian Muslim Food Specialist ABC Brickworks Market & Food Center Jalan Bukit Merah	\$2.30
4	South	Queen Street	Chicken Rice	Newai Hainanese Boneless Chicken Rice Blk 271 Queen Street #01-145	\$2.00
5	South	Queen Street	Chicken Rice	Ji Xin Shu Shi Albert Centre (Food Centre) Blk 270 Queen Street	\$2.00
6	South	Queen Street	Fishball Noodle	Ming Noodle Blk 271 Queen Street #01-090	\$2.00
7	South	Queen Street	Fishball Noodles	Ri Shan Cooked Food Albert Centre (Food Centre) Blk 270 Queen Street #01-106	\$2.00
8	South	Queen Street	Fishball Noodles	Ming Noodle Albert Centre (Food Centre) Blk 270 Queen Street #01-90	\$2.00
9	South	Queenstown	Roti Prata	Hong Bin Eating House 158 Mei Ling Street	\$0.50
10	East	Tampines	Chicken Rice	820 Hainanese Chicken Rice 823A Foodpark Foodcourt Tampines St 81	\$1.30
11	East	Bedok	Chicken Rice	You Ji Chicken Rice Blk 16 Bedok South Road Food Centre #01-19	\$2.00
12	East	Bedok	Chicken Rice	Tui Kee Chicken Rice Kopitiam Blk 205, Bedok North St' 1	\$2.00

13	East	Bedok	Chicken Rice	Changi Hainanese Chicken Rice Blk 26 New Upper Changi Rd	\$2.00
14	East	Serangoon	Fishball Noodles	Minced Meat Noodles Kopitiam Blk 3 Lorong Lew Lian #01-76	\$2.00

CASE will continue to conduct such surveys on a regular basis and publish the results on our website. We will reflect price changes over time and monitor food prices.

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CASE