



MEDIA RELEASE

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Chang Cheng adds cooked food and beverage offerings onto Price Kaki

The Consumers Association of Singapore (“CASE”) and Chang Cheng Mee Wah Pte Ltd (“Chang Cheng”) announced today that cooked food and beverage offerings from Chang Cheng’s coffee shops and food courts will be listed on mobile application Price Kaki. Starting 22 August 2022, consumers will be able to compare prices of more than 900 items sold in 23 of Chang Cheng’s coffee shops and food courts across Singapore.

Chang Cheng is the first coffee shop and food court operator to add its offerings onto Price Kaki. Previously, only cooked food and beverages sold in hawker centres were listed on the application. The collaboration between CASE and Chang Cheng brings the number of cooked food and beverages on Price Kaki to more than 30,000 across 137 locations.

CASE and Chang Cheng formalised the collaboration this morning with the signing of a Memorandum of Understanding (“MOU”) at a food court at the latter’s headquarters. The MOU was signed by Ms Lee Siow Hwee, Executive Director, CASE and Mr Erik Wang, Chief Executive Officer, Chang Cheng. The signing was witnessed by Ms Low Yen Ling, Minister of State, Ministry of Trade and Industry & Ministry of Culture, Community and Youth, Mr Melvin Yong, President, CASE and Mr Hong Poh Hin, Chairman, Foochow Coffee Restaurant & Bar Merchants Association (“FCRBMA”).

Background

Price Kaki was launched by CASE in September 2019 as a tool to help consumers compare prices of daily essentials and cooked food, so that they can make informed purchasing decisions and stretch their dollar. Since its launch, the mobile application has received more than 113,000 downloads.

Against the backdrop of inflationary pressures and rising food prices, CASE’s collaboration with Chang Cheng will provide consumers looking for budget meals with more choices and alternatives. The collaboration is also part of CASE’s plan to progressively include more retailers, products and services onto Price Kaki.

Refer to **Annex A** for screenshots of how coffee shop and food court offerings are listed on Price Kaki.

Chang Cheng

Chang Cheng has grown from a single Chinese mixed vegetable rice stall in 1994, to running 160 food outlets and 28 coffee shops today with 23 of which are operated by Chang Cheng itself. With over two

and a half decades of experience, Chang Cheng understands the challenges and hardships in running and managing food stalls well.

Chang Cheng is a member of FCRBMA and, as a leader of local economic food, aspires to provide consumers with quality food and beverages at affordable price. Through the collaboration between CASE and Chang Cheng, consumers will be able to access prices of over 900 items sold at Chang Cheng, including those at our popular house brands such as Chang Cheng Mixed Rice, Chang Cheng Mee Wah Coffee Shop Beverages, Rong Kee Roasted Delights and Ming Kitchen Seafood.

Refer to **Annex B** for the list of Chang Cheng's coffee shops and food courts that are listed on Price Kaki.

Ms Low Yen Ling, Minister of State, Ministry of Trade and Industry & Ministry of Culture, Community and Youth, said: "To help consumers cope with rising prices, CASE is continuing to enhance its Price Kaki app by constantly growing the range of essential items tracked by its handy price monitor. Today's MOU will add popular F&B items like 'cai peng or economical rice' from Chang Cheng coffee shops and food courts and expand the list of daily food and goods that consumers can compare prices."

She added: "We are greatly heartened that Chang Cheng is taking the lead as the first coffee shop and food court operator to get on board Price Kaki. This brings the number of cooked food and beverage items on Price Kaki to over 30,000. Many Singaporeans patronise coffee shops and food courts daily. This enhancement on Price Kaki will help consumers make more informed choices in the food they eat or takeaway and enable them to better manage their everyday expenses.

I encourage Singaporeans to make Price Kaki their go-to app to compare prices and make smarter buying choices to stretch every dollar. We also welcome more F&B operators to get onboard Price Kaki for it not only widens their customer reach, but will also win them valuable goodwill and trust as a result of their commitment to price transparency."

Mr Melvin Yong, President, CASE said: "We are happy that Chang Cheng has come forward to partner CASE to include their food and beverage offerings on Price Kaki. Over the past year, prices of cooked food have risen significantly. During my visits to hawker centres and coffeeshops, I have observed that some stallholders have tried their best to maintain the prices of their cooked food and drinks, while others tried to minimise their price increases so as to remain competitive, especially those located in the residential estates. This collaboration with Chang Cheng kickstarts our drive to expand Price Kaki's coverage of cooked food items beyond the hawker centres, and help consumers make better informed purchasing decisions. As dining at coffeeshops and food courts is an integral part of our lives, we target to onboard at least 200 coffeeshops and food courts onto Price Kaki by the end of the year."

Mr Erik Wang, Chief Executive Officer, Chang Cheng said: "Chang Cheng's mission has always been to offer Singapore consumers quality food choices at affordable prices. We leverage on our centralised procurement and automated processing facilities in both Singapore and Malaysia, and the wide network of coffeeshops and stalls across the island, to reduce cost and maintain a high level of consistency in food quality. We are therefore honoured to be invited as the pioneering coffee shop operator into the ecosystem for the benefit of Singapore consumers. We hope our involvement can be the catalyst for both coffeeshop and stall operators to work together to provide a wider selection of competitively priced food choices to consumers."

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About the Consumers Association of Singapore:

The Consumers Association of Singapore (CASE) is an independent, non-profit organisation that is committed towards protecting consumers' interest through information and education and promoting an environment of fair and ethical trade practices. One of its key achievements is in advocating for the Consumer Protection (Fair Trading) Act (CPFTA) which came into effect on 1 March 2004.

For more information, please visit the CASE website at www.case.org.sg or follow us on:

Facebook: www.facebook.com/casesg

Twitter: www.twitter.com/casesg

About Chang Cheng

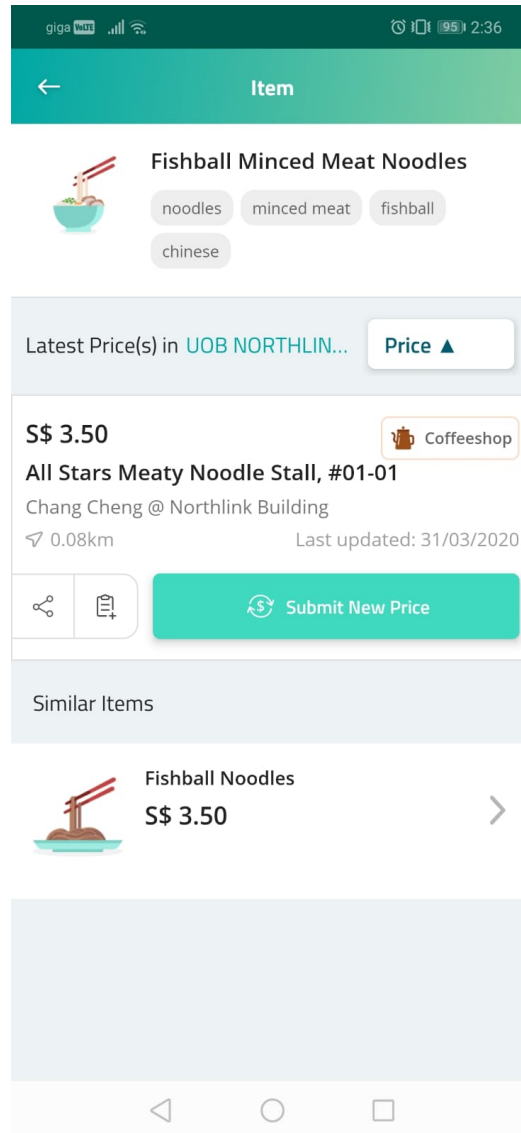
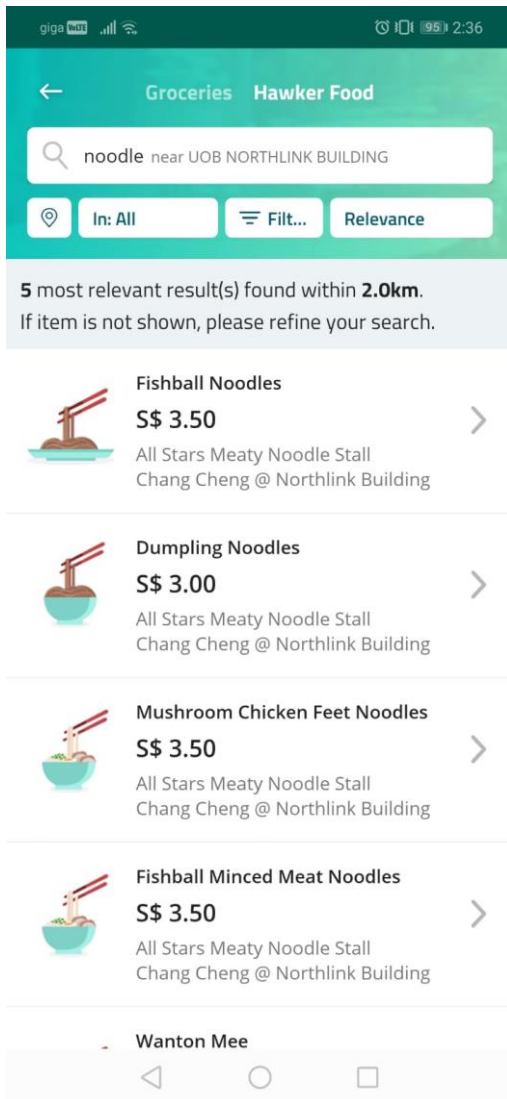
Chang Cheng has grown from a single Chinese mixed vegetable rice stall in 1994, to running 160 food outlets and 28 coffee shops today. With over two and a half decades of experience, Chang Cheng's founding Managing Director Mr Kok Kuan Hwa (Ricky) has understood the challenge and hardship in running and managing food stalls very well.

Chang Cheng believes in investing in operational expertise, technology, and branding capabilities to better serve its customers. With an integrated hub at 27 Woodlands Link that houses its central kitchen, R&D facility, warehouse and head office, Chang Cheng is able to optimise the entire operating process and pass on the savings to the consumers.

Chang Cheng has embarked on social entrepreneurship in building up Singapore's hawker heritage as well as giving back to the society. Chang Cheng aspires to (1) establish itself, in Singapore and Malaysia, as a leader of local economic food, providing consumers with quality food and beverages at affordable price; and (2) become a business-to-business (B2B) food service provider that offers ingredients to food service businesses at value-driven and competitive prices.

For more information, please visit the follow up on Facebook at: www.facebook.com/changcheng.sg.

Annex A



Annex B

Chang Cheng Mee Wah Coffeeshops

1	10 Admiralty Street #01-01/02 North Link Building Singapore 757695
2	Blk 12 Telok Blangah Crescent #01-91 Singapore 090012
3	Blk 27 Bendemeer Road #01-659 Singapore 330027
4	27 Woodlands Link #01-01 10Singapore 738732
5	Blk 40 Holland Drive #01-39 Singapore 270040
6	Blk 59 Marine Terrace #01-105 Singapore 440059
7	Blk 75D Redhill Road #01-94 Singapore 154075
8	Blk 111 Lorong 1 Toa Payoh #01-366 Singapore 310111
9	Blk 126 Toa Payoh Lorong 1 #01-577 Singapore 310126
10	Blk 136 Marsiling Road #01-2188 Singapore 730136
11	Blk 166 Woodlands Street 13 #01-553 Singapore 730166
12	Blk 201C Tampines Street 21 #01-01 Singapore 523201
13	Blk 211 New Upper Changi Road #01-763 Singapore 460211
14	Blk 269 Queen Street #01-236/237 Singapore 180269
15	Blk 293 Yishun Street 22 #01-237 Singapore 760293
16	Blk 324 Bukit Batok Street 33 #01-31 Singapore 650324
17	Blk 325 Woodlands Street 32 #01-131 Singapore 730325
18	Blk 373 Bukit Batok Street 31 #01-250 Singapore 650373
19	Blk 498 Jurong West Street 41 #01-462 Singapore 640498
20	Blk 802 Tampines Ave 4 #01-07 Singapore 520802
21	Blk 803 King George's Avenue #01-146 Singapore 200803
22	Blk 818 Choa Chu Kang Ave 1 #01-01 Singapore 680818
23	Blk 866A Tampines Street 83 #02-03 Tampines Central Community Complex Singapore 521866