



CONSUMERS ASSOCIATION OF SINGAPORE

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MEDIA RELEASE

For Immediate Release

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CASE partners 7-Eleven to add Ready-to-Eat products and deals on Price Kaki

Consumers can now check the prices of Ready-to-Eat (“RTE”) food products on mobile application Price Kaki.

This comes after the Consumers Association of Singapore (“CASE”) announced today that 7-Eleven’s RTE food products are now available for comparison on the mobile application, as part of its partnership with the convenience store chain.

Mr Melvin Yong, President, CASE and Ms Anushree Khosla, Managing Director, 7-Eleven, Singapore announced the launch at 7-Eleven’s outlet at CapitaSpring, one of the redesigned 7-Eleven stores rolled out under the chain’s brand refresh.

CASE’s partnership with 7-Eleven adds a new range of convenience products to Price Kaki, complementing its existing selection of everyday essentials, groceries sold in major supermarkets and cooked food and beverages sold in hawker centres, food courts and coffee shops nationwide.

For a start, more than 100 of 7-Eleven’s RTE food products, such as packed meals, sandwiches, snacks and desserts, are available on Price Kaki.

Consumers can also use Price Kaki to find special promotions offered by 7-Eleven such as its Super Deals, where some products are sold for as low as \$1, in their neighbourhoods right at their fingertips.

CASE launched Price Kaki in September 2019 to help consumers compare prices of everyday essentials, groceries and cooked food, and make informed purchasing decisions. Against the backdrop of consumer concerns on inflationary pressures and rising prices, CASE has worked hard to expand Price Kaki to include more retailers, products and services to benefit consumers.

In July 2025, CASE launched an improved version of the mobile application with a simpler interface to make it easy for users to share promotions and earn reward points for their contributions.

Mr Melvin Yong, President, CASE said: “I welcome 7-Eleven’s partnership with CASE on the Price Kaki app, which will give consumers greater visibility of prices for Ready-to-Eat food items and Super Deals available at neighbourhood stores across Singapore. Some of the Super Deals items are priced as low as \$1! I am also encouraged by Ms Anushree Khosla’s participation as a Price Kaki champion. She joins over 2,000 champions deployed islandwide. As a retail leader, her participation demonstrates 7-Eleven’s strong commitment to consumer centricity and price transparency. This partnership underscores how retailers can play an active role in empowering consumers while strengthening trust in the marketplace. I hope more retailers will come onboard the Price Kaki app and collectively enhance its impact in helping Singaporeans stretch every dollar amid rising living costs.”

Ms Anushree Khosla, Managing Director, 7-Eleven, Singapore said: “We want customers to discover 7-Eleven as a destination for tasty, great-value grab-and-go food. Being on the Price Kaki app allows customers to easily explore our Ready-to-Eat range and see the variety of food choices available in our stores, alongside the everyday novelty and essential items they know us for. It’s another way we invite customers to experience how good, convenient food can be at 7-Eleven.”

Melvin Yong
President
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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 to 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 2003 (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
Instagram: www.instagram.com/casesg_official/

Annex A



