



MEDIA RELEASE

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Sheng Siong adds all house brand products on Price Kaki

The Consumers Association of Singapore (“CASE”) and Sheng Siong Supermarket Pte Ltd (“Sheng Siong”) announced today that all Sheng Siong house brand grocery products will be listed on mobile application Price Kaki. Sheng Siong is the first supermarket to make available all its house brand grocery products on Price Kaki amidst recent consumer concerns over inflationary pressures and cost of living issues.

More than 950 Sheng Siong house brand products, comprising daily essentials such as cooking oil, rice, instant beverages, confectionary products, canned food, noodles, snacks, and household cleaning products, will be available on Price Kaki from 1 July 2022. This brings the number of products listed on Price Kaki to more than 6,200 products.

The announcement was made this morning during a visit by Ms Low Yen Ling, Minister of State, Ministry of Trade and Industry & Ministry of Culture, Community and Youth to Sheng Siong’s distribution centre in Mandai.

Background

Price Kaki was launched by CASE in September 2019 as a tool to help consumers compare prices of daily essentials and make informed purchasing decisions. Since its launch, the mobile application has received more than 108,000 downloads.

Sheng Siong has been a key stakeholder to CASE’s efforts in promoting price transparency and helping consumers stretch their hard-earned dollars and has contributed its products since the launch of Price Kaki.

House Brands

As house brand products set an important price floor for daily essentials, CASE has been calling on major supermarkets to consider introducing more house brand products to provide consumers with viable and comparable alternatives amidst the current inflationary environment.

Sheng Siong’s range of 23 house brand labels includes Tasty Bites, Heritage Farm and Happy Family. They span across seven product categories comprising groceries, frozen, dried food, seafood, meat, fruits and vegetables. Products are developed with a focus on health, nutrition, quality and value to provide a healthier choice for Singaporeans while remaining affordable.

Refer to **Annex A** for more information on Sheng Siong’s range of house brand products.

Other Initiatives

To help consumers cushion the impact of rising prices, Sheng Siong will also be increasing its Senior Citizen Discount from 3% to 4% from 5 July 2022. In addition, the supermarket chain will be launching regular promotions and product discounts. With the support of bank partners, customers can enjoy cash rebates when they use preferred credit cards at Sheng Siong.

Refer to [Annex B](#) for details on Sheng Siong's initiatives to help Singaporeans cope with cost-of-living issues.

Ms Low Yen Ling, Minister of State, Ministry of Trade and Industry & Ministry of Culture, Community and Youth, said: "With all of Sheng Siong's house brands on board Price Kaki, the app now has a robust range of major products of key grocery providers. By making Price Kaki our go-to app whenever we need groceries, we can easily compare prices to save and stretch every dollar. At the touch of the fingertips, Price Kaki tells us where some of the best value buys are, and helps us make better-informed buying decisions to suit our budgets. Retailers on board Price Kaki like Sheng Siong, are leading the way with their commitment to being transparent in the prices of their goods. Price transparency not only promotes consumer trust and confidence but also wins customers' loyalty when they know they are getting the best returns for their buys. I urge consumers to download the Price Kaki app and use it to help stretch their budget. We hope more retailers will get on board Price Kaki, which can expand their customer and product reach considerably."

Mr Melvin Yong, President, CASE said: "We are happy that Sheng Siong has volunteered to include their full range of house brand grocery products on Price Kaki. This is a significant move as this collaboration with Sheng Siong will not only increase the number of grocery items listed on Price Kaki, it will also provide consumers with more affordable options when they shop for daily essentials. House brands are produced and managed directly by the retailer, and their products can be between 10% to 25% cheaper than regular brands. I encourage consumers to give house brands a try, as they can be as good and nutritious as regular brands. I am also heartened by Sheng Siong's move to increase the Senior Citizen Discount. This will go some way to help their elderly customers mitigate the rising prices of daily essentials."

Mr Lim Hock Chee, Chief Executive Officer, Sheng Siong, said: "Sheng Siong has collaborated with CASE on Price Kaki since 2019. We are glad to have all our house brand grocery products on Price Kaki this time to help consumers to compare prices and stretch their dollars when shopping for groceries. To help seniors and their families amidst inflationary concerns and the rising cost of living, we will also increase our Senior Citizen Discount every Tuesday and Wednesday from 3% to 4%."

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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 (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 Sheng Siong Supermarket

Sheng Siong Group Ltd. is one of the largest supermarket chains in Singapore, operating 66 outlets across the island. The Group's outlets are primarily located in retail locations in the heartlands of Singapore. The outlets are designed to provide its customers with both "wet and dry" shopping options, including a wide assortment of live, fresh, and chilled produce, such as seafood, meat, and vegetables, in addition to processed, packaged and/or preserved food products as well as general merchandise such as toiletries and essential household products. Sheng Siong also offers an online grocery shopping service (Sheng Siong Online) which can be found at: <https://shengsiong.com.sg/>.

Sheng Siong has developed a selection of house brands to offer customers quality alternatives to national brands at substantial savings. Sheng Siong offers over 1,500 products under its 23 house brand labels, ranging from food products to paper goods. For more information, please refer to: <https://corporate.shengsiong.com.sg/>.

ANNEX A – SHENG SIONG’S HOUSE BRAND PRODUCTS

Newly added products on Price Kaki

In our collaboration with Price Kaki, Sheng Siong has made available all their house brand grocery products as well as house brand products from other product categories. In total, 835 house brand products have been added, bringing the total number of Sheng Siong house brand products on Price Kaki to 956 items.

Sheng Siong House Brands

To date, we have rolled out over 1,500¹ house brand products under 23 house brand labels.



¹ Includes festive and selected fresh products which are not available on Price Kaki. Festive products are not listed on Price Kaki as these products are only available during specific festive periods and the item variety changes every year; Selected fresh products are not available on Price Kaki due to seasonal supply and seasonal price fluctuations.

Value Positioning of Sheng Siong's House Brands

Brands	Categories	Positioning
Royal Golden Grain	Rice	Premium
Royal Golden Mali	Rice	Premium
Happy Family	Food	Medium-Premium
Jean Fresh	Fresh/ Frozen (Poultry, Seafood)	Medium – Premium
Softess	Paper Product	Medium – Premium
Tasty Bites	Festive Food/ Chilled and Frozen	Medium – Premium
Heritage Farm	Hot Beverages/ Oil/ Confectionary	Medium – Premium
Nang Rum Thai	Rice	Medium
Matahari	Festive Food/ Rice	Medium
HomeNiks	Household Chemical/ Household Item	Medium – Premium
PowerPlus	Personal Care	Medium – Premium
Bake For You	Bakery	Medium – Premium
Fruit King	Food (Processed Fruit)	Medium
Foojoo	Beverage	Medium
Vepo	Beverage	Medium
Fuwang	Praying Essential	Medium
Le Bao	Pork	Medium – Premium
Golden Swiss	Frozen	Medium – Premium
Egg-for-you	Eggs	Medium
Sing Food Family	Dried Food	Medium – Premium
Madam Lee	Dried Food	Medium – Premium
Pronto	Fruit and Vegetable	Medium – Premium
Springhill	Fruit and Vegetable	Medium – Premium

Sheng Siong House Brand Price Comparison with Other Leading Brands

Our house brand products are more affordably priced at a savings of approximately 5%-20%, as compared to other branded products, allowing our customers to stretch their dollar without compromising on product quality.

No	Sheng Siong House Brand	RSP		Price Cheaper By
		House Brand	Leading Brands	%
1	Royal Golden Mali Premium Fragrant Rice 5kg	\$11.90	\$15.35-\$15.50	22%- 23%
2	Heritage Farm Basmati Rice 5kg	\$17.90	\$24.00	25%
3	Heritage Farm Classic Olive Oil 2L 	\$18.20	\$19.50-\$19.90	6%-8%
4	Happy Family Rice Bran Oil 2L 	\$8.50	\$9.25	8%
5	Heritage Farm Original White Coffee 15x 40g (600g)	2 For \$10.50	2 For \$12.95 (570g / pack)	22%
6	Heritage Farm Sliced Noodles 600g	\$3.65	\$4.30	15%
7	Happy Family Flour 1kg	\$1.85	\$2.50	26%
8	Heritage Farm Instant Oat 1kg 	\$3.75	\$4.20 - \$4.90	10% - 23%
9	Bake For You Enriched Whole Meal White Bread 400g 	\$1.90	\$2.40	20%
10	Softess Pure Pulp Bathroom Tissue (3ply) 3 x 10 roll x 200 sheets (30 rolls)	\$15.95	\$13.95 (20 rolls)	23%
11	HomeNiks Detergent Powder 5kg	\$6.95	\$7.95- \$9.25	12%-24%
12	HomeNiks Dishwashing Liquid Refill (Lemon) 4X600ml	\$4.50	\$4.95	9%
13	Happy Family Chicken Nugget (Original) 800g	\$6.50	2 For \$6.95 (400g / pack)	6%
14	Tasty Bites Crispy Chicken with Seaweed 1kg	\$13.95	2 For \$13.95 (400g / pack)	20%
15	Tasty Bites Roti Prata Plain (30s) 1950g	\$7.50	\$6.95 (1300g / pack)	28%
16	Jean Fresh Frozen 41/50 Vannamei Prawn (700g)	\$9.99	\$13.90	28%

17	Happy Family Sardine In Tomato Sauce 425g 	\$2.70	\$4.35	37%
18	Happy Family Cream Cracker 400g	\$1.70	\$2.50 - \$2.70	32%-37%
19	Bake For You Peanut Butter 510g	\$3.50	\$3.70	5%
20	Softess Premium Adult Diapers -Size L (8 pieces)	3 For \$16.95	2 For \$18.75 (10 pieces / pack)	24%

ANNEX B – SHENG SIONG INITIATIVES

Background

Since 2015, Sheng Siong has supported the SG50 Seniors Programme by giving a special 3% discount every Wednesday for senior citizens (SC) aged 60 and above. Sheng Siong has also pledged their support for the Merdeka Generation (MG), Sheng Siong has also launched another 3% discount on every Tuesday to the Merdeka Generation in July 2019. The total discount provided under the SC and MG discount programmes since the launch is over S\$12 million.

New discount Initiative

To help seniors and their families cope with inflationary pressures and rising living costs, we will increase the Senior Citizen discount on 5 July 2022 from 3% to 4% on Tuesdays and Wednesdays. This new 4% discount initiative will be extended till 31 December 2022. The Senior Citizen discount initiative is expected to help SC and MG customers save over S\$4 million in 2022.

Days of the Week	Current Benefit	REVISED Benefit
Tuesday	3% discount for SC	4% discount for all SC aged 60 years and above
Wednesday	3% discount for MG	

During the pandemic, we made exceptions for family members of SC and MG to benefit from the discount programmes when purchasing groceries on their behalf to encourage seniors to stay safe. We will continue with the arrangement to allow family members to present the identity cards of the seniors when they shop on Tuesdays and Wednesdays.

Singapore Citizens and Permanent Residents aged 60 and above are entitled to the 4% discount when they present their NRIC/ PG/ MG cards at all our stores every Tuesday and Wednesday within the spending limit of \$200 per receipt.

Preferred bank card initiative

With the support of bank partners, customers can enjoy greater savings for their grocery shopping when they use preferred cards at Sheng Siong. More details about their bank partnerships can be found at:

<https://corporate.shengsiong.com.sg/category/promotions/partnerships-with-us/>