



CONSUMERS ASSOCIATION OF SINGAPORE

170 Ghim Moh Road, #05-01, Ulu Pandan Community Building, Singapore 279621
Hotline: 6277 5100 • Website: www.case.org.sg

MEDIA RELEASE

For Immediate Release

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CASE partners Koufu Group to implement colour-coded price labels at all economy rice stalls

The Consumers Association of Singapore is partnering food chain operator, Koufu, to implement colour-coded price labels across all economy rice stalls operating in 77 Koufu foodcourts and coffeeshops by end-2025. This will enhance price transparency and provide consumers with greater certainty when ordering their usual dishes.

These colour coded labels will categorise ingredients—meat, seafood, vegetables, and premium items—and their corresponding prices.

The initiative was launched at “Hong Le Mixed Veg Rice Stall” at the Koufu Food Court at Plantation Plaza on 24 March 2025, by CASE President Melvin Yong and Koufu Chief Financial Officer, Chua Sher Lin, and witnessed by Senior Minister of State for the Ministry of Trade and Industry, Low Yen Ling.

Mr Melvin Yong, President, CASE said: “Many consumers buy their meals from economy rice stalls, and it is common to hear complaints about the actual price of the meal after the consumer has selected the dishes. The dispute often centred on the ambiguity of the prices of the dishes on display. Having colour coded labels will allow consumers to make informed choices and prevent any potential disputes over prices. I thank Koufu for partnering with CASE on this initiative, which I hope will lay the groundwork for all economy rice stalls in Singapore to do the same. It is important that we know clearly the price of what we are buying.”

Ms Chua Sher Lin, Chief Financial Officer, Koufu said: “Koufu partnered with CASE to promote price transparency for economy rice stalls by clearly identifying the different types of dishes through colour coding. This initiative will help customers quickly recognize the categories of dishes, such as Vegetable, Meat, Seafood, Premium Meat, and Premium Seafood based on the colour tags. The pilot launch at the Koufu Plantation Plaza will be a great starting point, and with plans to expand to other outlets by 2025. This initiative will benefit both customers by making it easier to understand pricing and choices, and stall operators by promoting fair and clear pricing.”

Melvin Yong
President
Consumers Association of Singapore

For media queries, please contact:

Wee Wen Xin
Executive, Partnerships & Advertising Standards Division
Email: wenxin.wee@case.org.sg

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
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Annex A





Economy rice ingredients marked with colour-coded price tags for easy identification and pricing clarity.

PRICE INDICATER (to be pasted at the stall)

	Seafood 海鲜	- \$2.50
	Meat 肉类	- \$1.50
	Vegetable 蔬菜	- \$1.00
	Premium Item 精选菜肴	- Special Price - 特别价格

Four colour-coded tags will be used: Green for Vegetables, Orange for Meat, Blue for Seafood, and White for Premium items (Premium Vegetables, Meat, or Seafood). Prices for Premium items will be handwritten on the tags.