

Press Release
7th August 2012

Working group on food prices collected prices of food items from local cafés
Survey results to monitor price adjustment frequency

According to latest data announced by the inter-departmental working group on food prices, during the end of last year to July this year, 23 out of 34 surveyed cafés recorded price increase in their prices of takeaway hot milk tea. According to data released by the working group, 34 cafés were surveyed for their prices of takeaway hot milk tea thrice in December of last year, this February and July. Survey results showed that among the surveyed cafés, 23 of them had increased their prices of takeaway hot milk tea once during the 7-month period: 11 cafés recorded price increases of less than 10 percent to 10 percent and 12 cafés recorded price increases over 10 percent; ‘Café World Cup’, located in Taipa, recorded a price increase of almost 18 percent for its takeaway hot milk tea. Survey results also showed that prices were mostly raised early this year, as prices of takeaway hot milk tea in early 2012 at 17 cafés were found to have increased when compared with figures recorded in late 2011.

Further, the working group on food prices collected prices of 5 different food and beverage items from 39 cafés and fast food restaurants this July. Survey result showed that the highest and lowest price of takeaway hot milk tea differed for over 80 percent: the highest price recorded was \$14.0 while the lowest price recorded was \$7.5. The general price of takeaway hot milk tea in cafés and fast food restaurants in different areas of Macao ranged from \$9.0 to \$9.5.

For takeaway coffee, the highest price was \$16.0 while the lowest was \$7.5 and the general price of hot coffee ranged from \$9.0 to \$9.5. Takeaway prices of egg sandwich ranged from \$8.0 to \$16.0, with a price difference of 100 percent, though a general takeaway price of about \$11.0 to \$12.0 was recorded in over 30 surveyed spots. For toast with butter, takeaway prices ranged from the lowest \$6.0 to the highest \$13.0, which differed for more than double but most of the surveyed cafés were selling at about \$7.5 to \$8.0. For takeaway instant noodle, prices ranged from \$10.0 to \$20.0 and the general price recorded was about \$12.0 to \$13.0

Excerpt from the price survey on food and beverage items from cafés and fast food restaurants:

Item	Lowest takeaway price	Highest takeaway price	Percentage difference	Average price
Hot milk tea	7.5 Mei Mei Un Lau Kei (Toi San)	14.0 Café Honolulu (Horta e Costa)	86.7%	10.0
Coffee	7.5 Mei Mei Un Lau Kei (Toi San)	16.0 Café Honolulu (Horta e Costa)	113.3%	10.2
Egg sandwich	8.0 Fo Kong Tin Ka Fe Mei Sek (Taipa)	16.0 Tai Lei Loi Kei (Taipa)	100%	11.3
Toast with butter	6.0 Café Nam Ping (Centro)/ Pak Lok Mun (Iao Hon) / Kam Ieng (Iao Hon) / Pak Mei Hin (S. Lourenço)	13.0 Café Honolulu (Horta e Costa)	116.7%	7.7
Instant noodle	10.0 Mei Mei Un Lau Kei (Toi San)	20.0 Kam Ma Lon (Centro)	100.00	14.2

The working group indicates that regional distribution has no influence on the price discrepancies of these 5 kinds of food and beverage items, prices are probably determined by the business model of the cafés and restaurants as well as choices of ingredients. Consumers may adjust their choices of cafés and fast food restaurants according to personal needs. The working group will continue to collect prices of food and beverage items from cafés and fast food restaurants and expand the variety of surveyed items.

Survey results on takeaway prices of food items from cafés and fast food restaurants are now available on the Consumer Council's website (www.consumer.gov.mo).