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# Sugar price hike won't affect F&B industry

PETALING JAYA: Businesses in the country, especially the food and beverage industry, are not affected by the increase in the price of coarse sugar.

Malaysian Bakery and Sugar-Craft Industry Association adviser Jay Wong said the 11 sen per kg increase was minimal, and bakeries and cake houses were not expected to raise their prices.

"This should not be a big issue for us because we don't put so much sugar in our products.

"We are also trying to reduce sugar consumption. Generally, ingredients make up around 30% of the cost for a cake and looking at the insignificant percentage of sugar in the ingredients, the price increase is really minimal in this sense.

"What we are afraid of is that some outlets might use this as an excuse to raise their prices," he said when contacted.

Wong urged consumers to be aware of what they spend on and to stay away from shops with unreasonable prices.

Der Backmeister, a German bakery in Taman Tun Dr Ismail, also agreed that the price hike would not have a big impact on costs.

"We do not use much sugar overall. A 50kg bag will last us more than a month. It is not expected to affect our cost much and prices are unlikely to rise," said baker Mohd Shafik Halimi.

Meanwhile, the Malaysian Indian Restaurant Owners Association (Primas) has told its members not to increase prices.

Its honorary chairman Datuk R. Ramalingam Pillai said the 11-sen increase was very minimal.

"Our profits will be slightly lower but none of our members are increasing prices.

"If a customer feels a restaurant has raised its prices unreasonably, boycott the restaurant," he said.

Beginning Wednesday, the price of coarse sugar increased from RM2.84 per kg to RM2.95.



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due to a significant hike in the price of raw sugar globally.

In George Town, Malaysian Muslim Restaurant Owners Association (Presma) president Ayoob Khan Muhamad Yakub also said there would be no increase in the prices of food and drinks despite the higher raw sugar price.

The association's members operate about 4,000 restaurants nationwide.

TAGS / KEYWORDS:

Family Community , Sugar , Bakery , Restaurant

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