

NST : Be ready to pay more for mee goreng

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KUALA LUMPUR: Be prepared to dig deeper into your pockets for mee goreng due to surging wheat prices.

Consumers can expect to pay more for noodles, bread and pastries within these few weeks as food manufacturers factor in the rising cost of enriched wheat flour.

According to instant noodle maker Vit Makanan business development manager Y. T. Lai, the price hike was inevitable.

Lai said: "Our noodles contain about 80 per cent enriched wheat flour so we're affected."

A random check on noodle manufacturers and confectioneries showed that there would be a price hike for wheat-based products but most declined to confirm when the new prices would take effect.

The Domestic Trade and Consumer Affairs Ministry was aware of the situation and had held talks with flour mills and manufacturers of flour-based products.

However, the ministry's hands were tied as enriched wheat flour, unlike multipurpose flour, was not on the controlled items list under the Control of Supplies Act 1961.

Domestic Trade and Consumer Affairs Minister Datuk Shafie Apdal said at the Malaysian Companies Commission Raya open house: "The ministry is looking into ways to give relief to those in the flour industry, such as reducing shipping costs in the country."

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