

## **Government beats cheap restaurant food target**

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**By Lisa J. Ariffin**

KUALA LUMPUR, Oct 18 — The government said today that it has surpassed its target of restaurants offering cheap food under its 1 Malaysia People's Menu (MR1M) programme.

Launched in July, the MR1M programme is part of the government's efforts to help consumers make smart choices and pay less by offering breakfast and lunch sets with drinks at a maximum of RM2 and RM4 respectively.

Najib and Ismail (with tie) filling their plates at Restaurant Ukhwah in Kuala Lumpur on October 18, 2011. — Picture by Jack Ooi

"We set a target of 1,000 restaurants by the end of this year. However, due to overwhelming response, we have exceeded our target by three to four months with 1,004 restaurants now operating all over the country," Domestic Trade, Co-operatives and Consumerism Minister Datuk Seri Ismail Sabri Yaakob said when he accompanied the prime minister for a meal at one such restaurant here today.

"The restaurants are not solely Malay restaurants, but of all races. That's why we call it the 1 Malaysia menu. Tomorrow, we will put up a list of these restaurants on (the ministry's) website," he added.

Prime Minister Datuk Seri Najib Razak dropped in at Restaurant Ukhwah, which started its MR1M programme four months ago.

"The PM wanted to try the food himself. He wanted to taste what the people are eating," Ismail said.

"This shows the PM cares about the people."

He added that people should not have negative perceptions about cheap food as it is the same as other food, only more affordable.

"People think that cheap food lacks quality, but this is not true. The ministry will always monitor the quality of food served," Ismail said.

"Even the PM himself praised the food. The PM was very happy."

The MR1M programme is open to all food operators regardless of cuisine.

The full list of the 1,004 food operators who had registered with the ministry and offering the menu is available at the 1 Malaysia Smart Consumer portal at [www.1pengguna.com](http://www.1pengguna.com)

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