

<p align="justify">2009/04/16

KUALA
LUMPUR: Reasonably priced local food is the choice of Malaysians, with hygiene standards
hardly a concern. </p><p align="justify">As two in three Malaysians eat out at least once a
week, and two in five dine out almost daily or even more than once a day, the people must find
local food reasonably priced. </p> While a high percentage cited price as a main consideration,
less than a quarter of consumers worry about hygiene, the Nielsen Company found in a survey
on 14 Asia- Pacific countries. <p align="justify">It said Malaysians also eat out more frequently
on weekdays than weekends -- an unusual trend seen in only three of the 14 countries
surveyed. </p><p align="justify">The other two are Hong Kong and Japan.</p><p
align="justify">Nielsen's survey showed that six in 10 Malaysians dined out with family and
friends.</p><p align="justify">Only 17 per cent of Malaysians from among the 26,000 Internet
users worldwide who took part in the survey, go out for romantic dinners with their
partners.</p><p align="justify">Work colleagues, at 15 per cent, are even less preferred as
dinner companions.</p><p align="justify">The survey conducted in November 2007 also
showed that Asians were less affected by the global financial meltdown as they continued to
entertain and eat out more.</p><p align="justify">"Europeans are more likely to be tightening
their belts and curbing their out-of-home entertainment," said Chew Li Sa, associate director of
consumer research at Nielsen, commenting on the survey findings.</p><p align="justify">The
survey found that consumers all over the world preferred local cuisine, with international
favourites Chinese and Italian cuisines being close runners-up.</p><p
align="justify">Australians, however, chose Chinese as their favourite food over their local
fare.</p><p align="justify">Source: <a
href="http://www.nst.com.my/Current_News/NST/Thursday/National/2532898/Article/index_html
>http://www.nst.com.my/Current_News/NST/Thursday/National/2532898/Article/index_html </p>