



@CCoFiji



Consumer Council of Fiji



[www.consumersfiji.org](http://www.consumersfiji.org)



Mobile App

22 January 2026

## PRESS RELEASE

### Council Welcomes Corrective Action and Urges Industry-Wide Disclosure

Food preparation practices that may conflict with the religious and cultural beliefs of consumers have recently come under scrutiny, underscoring the importance of transparency within Fiji's food service industry. The Consumer Council of Fiji is reiterating its expectation that all restaurant operators clearly disclose such practices and take appropriate corrective action where necessary.

The matter arose following information received by the Council regarding food preparation methods at DMC, a popular fast-food chain operating multiple outlets across Fiji. The concerns related to the frying of beef patties and non-meat items (fries) in the same cooking oil, a practice that may render certain products unsuitable for consumers who do not eat beef for religious reasons.

Following discussions with the Consumer Council, the management of DMC has advised that it will take steps to address the concerns raised. These include implementing clearer disclosures at its outlets regarding current food preparation practices and reviewing operational processes with a view to separating cooking methods where feasible.

The Consumer Council welcomes these actions as a positive and responsible response aimed at ensuring consumers are better informed and able to make choices aligned with their beliefs and preferences.

Chief Executive Officer of the Consumer Council of Fiji, Ms. Seema Shandil, said the Council's primary concern is transparency and consumer choice. "Our role is not to dictate what businesses sell, but to ensure consumers are given clear and accurate information. Where food preparation practices may affect a consumer's religious or cultural choices, disclosure is essential. We welcome efforts by businesses to improve their practices and to be upfront with consumers."

The Council wishes to emphasize that this issue is not unique to one operator. Similar practices may exist across the food service sector, and DMC is referenced in this instance only because a specific tip-off was received and the chain serves a large number of consumers nationwide.

Ms. Shandil added that disclosure should be treated as the minimum standard across the industry. "In a culturally diverse country like Fiji, being transparent about food preparation practices is not optional. All restaurant operators are strongly encouraged to review their

#### **Head Office**

Level 5 Vanua House  
Victoria Parade GPO, Suva  
Phone: 3300792/3310183  
CEO: 3305864  
Fax: 3300115  
Email: [complaints@consumersfiji.org](mailto:complaints@consumersfiji.org)

#### **Lautoka/West**

Suite 4 Popular Building  
Vidilo Street  
P.O. Box 5396, Lautoka  
Phone: 6664987  
Email: [consumerltk@connect.com.fj](mailto:consumerltk@connect.com.fj)

#### **Labasa/North**

Shop 2, Mudaliar Investment  
Sangam Avenue Street  
P.O. Box 64, Labasa  
Phone: 8812559  
Email: [colbs@connect.com.fj](mailto:colbs@connect.com.fj)



@CCoFiji



Consumer Council of Fiji



[www.consumersfiji.org](http://www.consumersfiji.org)



Mobile App

processes, disclose where necessary, and take corrective action proactively, rather than waiting for complaints.”

The Consumer Council of Fiji will continue to engage with food businesses, community groups, and relevant stakeholders to promote greater awareness, respect for cultural sensitivities, and improved industry practices.

---

**Head Office**

Level 5 Vanua House  
Victoria Parade GPO, Suva  
Phone: 3300792/3310183  
CEO: 3305864  
Fax: 3300115  
Email: [complaints@consumersfiji.org](mailto:complaints@consumersfiji.org)

**Lautoka/West**

Suite 4 Popular Building  
Vidilo Street  
P.O. Box 5396, Lautoka  
Phone: 6664987  
Email: [consumerltk@connect.com.fj](mailto:consumerltk@connect.com.fj)

**Labasa/North**

Shop 2, Mudaliar Investment  
Sangam Avenue Street  
P.O. Box 64, Labasa  
Phone: 8812559  
Email: [colbs@connect.com.fj](mailto:colbs@connect.com.fj)