

vj-090_2004_tab_a.doc

Case number:	Vj -90/2004
Short title (party, conduct, type of case):	Danone - yoghurt, impression of medicinal effect - deception of consumers
Type of case:	Unfair manipulation of consumers' choice Deception of consumers
Description:	Danone, a dairy producer advertised its yoghurt claiming numerous beneficial effects and created the false impression that the yoghurt had medicinal effect (just like the certified medicines). A fine of 10 million HUF was levied.
Date:	October 21, 2004