



GAZDASÁGI
VERSENYHIVATAL

Case number:	Vj-29/2006
Type of case:	Deception of consumers
Undertaking(s) concerned:	Auchan Magyarország Kft
Short description:	<p>The following four conducts of Auchan were misleading:</p> <ol style="list-style-type: none">1. Auchan issued several advertising leaflets in which it used the terms “the lowest price” and “our cheapest product” which were capable of being deceptive.2. A discounted DVD player was not available in some of Auchan’s stores during the whole or part of the discount campaign.3. Auchan marketed cat food in a “3+1 gift” package suggesting that as being cheaper than buying four cans separately, however the 3+1 package was not cheaper.4. Though the “Vera” mineral water was advertised in Auchan’s advertising leaflets on a price of HUF 139, still the product was sold at a higher price in two of its stores for one and nine days respectively.
Decision:	The Competition Council stated that these conducts deceived consumers and violated the Hungarian Competition Act, consequently Auchan was fined for HUF 50 million.
Date:	Budapest, 20 July 2005