



Comparison of the quality of foodstuffs offered on the Polish market with their counterparts on the German market

Q4 2017

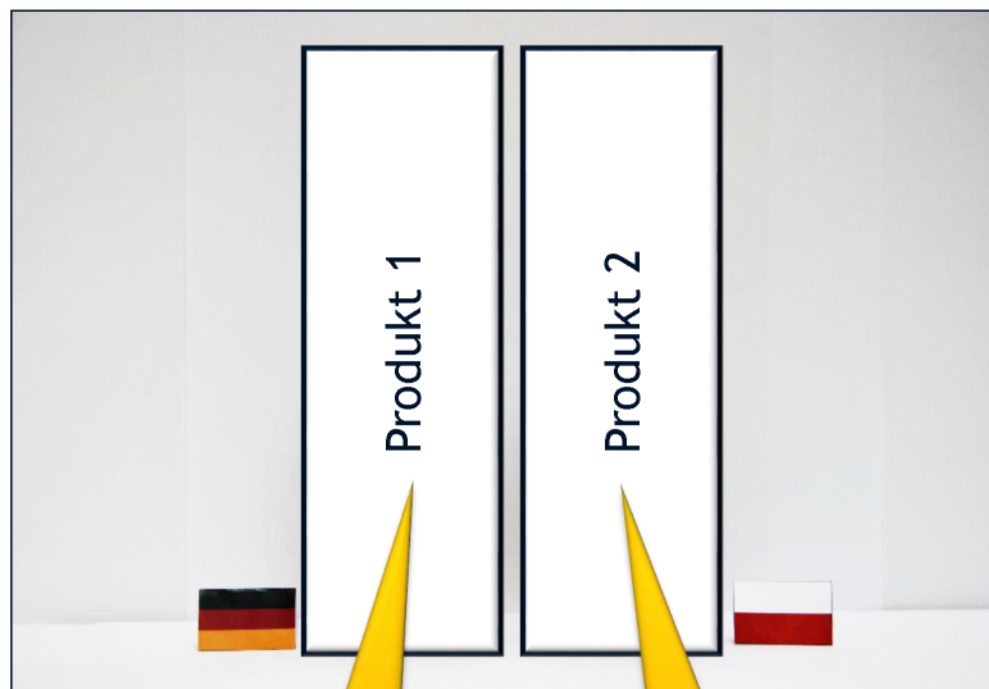
Introduction

1. The comparison covered 37 pairs of products from various groups of foodstuffs, including higher-quality products (organic, with protected markings), i.e. confectionery and biscuits (8), juices, nectars and beverages (5), fruit and vegetable products (5), dairy products (2), meat products (4), fish and fish products (3), coffees and teas (3), ready-made dishes for children (2), individual products from other groups (5).
2. The purchases were made on 13–15 November 2017, at the same time at the following sales outlets located in Poland and in Germany: Aldi, Kaufland, Lidl, Makro, Netto, Rossmann.
3. The organoleptic and physico-chemical tests were performed at the Control and Analytical Laboratories of UOKiK, between 20 November and 11 December 2017.

General remarks

1. The presented results are not derived from an official control.
2. The presented results refer to the purchased products only and are not representative of entire production batches.
3. The phrases “Polish product” or “German product” used in this presentation refer to products purchased in Poland or in Germany, respectively; these phrases do not refer to the country of manufacture.
4. The results cannot constitute basis for statistical conclusions about the entire market.
5. The tests did not cover health quality.
6. The photos included in the presentation were taken by the Department of Foodstuffs at UOKiK.

Layout of information on slides



Cena jednostkowa z dnia zakupu (zł za kg lub litr)

15,50

13,79

Wyróżnik	Czy stwierdzono różnice?
Oznakowanie	tak*
- w tym wykaz składników	nie
Badania organoleptyczne	nie
Badania fizykochemiczne	nie

Poglądowa tabela przedstawiająca etapy oceny zakupionych produktów.

Poszczególne wyróżniki oznaczają:

Oznakowanie - ocena oznakowania dokonana w oparciu o informacje na opakowaniach porównywanych produktów

Wykaz składników - porównanie produktów pod względem użytych składników na podstawie deklaracji w oznakowaniu produktu,

Badania organoleptyczne i Badania fizykochemiczne - badania przeprowadzono w Laboratoriach Kontrolno - Analitycznych UOKiK w kierunku zgodności z deklarowanymi właściwościami produktu na opakowaniu oraz przepisami o jakości handlowej.

* - w przypadku braku nieprawidłowości w oznakowaniu nie opisano wyróżnika

Layout of information on slides

Produkt 1	Product 1
Cena jednostkowa z dnia zakupu (zł za kg lub litr)	Unit price as at the day of purchase (PLN per kg or litre)
Wyróżnik	Discriminant
Oznakowanie	Labelling
- w tym wykaz składników	- including the list of ingredients
Badania organoleptyczne	Organoleptic tests
Badania fizykochemiczne	Physico-chemical tests
Czy stwierdzono różnice?	Differences?
tak*	yes*
nie	no
Poglądowa tabela przedstawiająca etapy oceny zakupionych produktów. Poszczególne wyróżniki oznaczają: Oznakowanie - ocena oznakowania dokonana w oparciu o informacje na opakowaniach porównywanych produktów Wykaz składników - porównanie produktów pod względem użytych składników na podstawie deklaracji w oznakowaniu produktu, Badania organoleptyczne i Badania fizykochemiczne - badania przeprowadzono w Laboratoriach Kontrolno - Analitycznych UOKiK w kierunku zgodności z deklarowanymi właściwościami produktu na opakowaniu oraz przepisami o jakości handlowej.	A reference table presenting the stages of evaluation of the purchased products. The individual discriminants mean, as follows: Labelling – evaluation of the labelling based on information on the packaging of the products being compared List of ingredients – comparison of products in terms of the ingredients used based on the declaration on product labelling, Organoleptic tests and Physico-chemical tests – tests performed at the Control and Analytical Laboratories of UOKiK to verify compliance with the product properties declared on the packaging and with the provisions on marketable quality.
* - w przypadku braku nieprawidłowości w oznakowaniu nie opisano wyróżnika	* – in the event of no irregularities in the labelling, the discriminant is not described



**Products with differences in
terms of quality**

Paprika-flavoured crisps (KAUFLAND)



Unit price as at the day of purchase (PLN per kg or litre)

28.89

19.93

Discriminant	Differences?
Labelling	yes
- including the list of ingredients	yes
Organoleptic tests	yes
Physico-chemical tests	yes

Labelling:

- the size of packaging in terms of **dimensions is the same**, but the **net weight of the Polish product is lower by 25 g**,
- the Polish product features the following information in the Polish language: “Paprika-flavoured potato crisps” (language versions: Polish, British, Russian, Ukrainian and Kazakh), the German product features no such information, only the text “Crunchips Paprika” (11 language versions).

List of ingredients:

- the Polish product lists palm oil as an ingredient, while the German product lists sunflower oil,
- monosodium glutamate is present in the Polish product but not in the German one
- tomato powder is listed on the German product but not on the Polish one,
- the German product includes whey powder and cheese powder, while the Polish product does not include such ingredients

Organoleptic tests:

- the German product has a subtle paprika flavour,
- the Polish product tastes of fat, paprika and condiments.

Physico-chemical tests:

- the Polish product has a significantly higher content of fat, saturated fatty acids and trans fatty acids

Conclusions: **the laboratory tests confirmed differences in the list of ingredients on the packaging to the detriment of the Polish product.**

Paprika-flavoured crisps (KAUFLAND)



Fluffy quark (NETTO)



Unit price as at the day of purchase (PLN per kg or litre)

36.54

18.60

Discriminant	Differences?
Labelling	yes
- including the list of ingredients	yes
Organoleptic tests	yes
Physico-chemical tests	no

Labelling:

- the packaging of the Polish product lists a number of distinctive qualities (**no thickeners, no preservatives, no colourings**, no GMO, Polish milk, 100% natural ingredients), while the packaging of the German product only lists (no GMO, Alpine milk, 100% natural ingredients),
- the nutrition information on the Polish packaging additionally provides information for a single serving,
- the Polish quark is produced in Poland and intended for the Polish market, while the German quark is produced in Germany for the German market,
- the lid of the German product features the full name, while the Polish product only displays the text “Almette” and the recommended price

List of ingredients:

- German product: quark, **herbs**, onion, garlic, salt,
- Polish product: quark, **skimmed milk powder**, onion, salt, garlic, **acidity regulator (citric acid)**, **herbs (0.1%)**, **natural flavourings**.
- **the presence of an acidity regulator on the list of ingredients on the Polish product contradicts the information “100% natural”**; the German product contains no such additive,
- the German product is made with Alpine milk while the Polish product is made with Polish milk.

Organoleptic tests:

- the German product was found to have a subtle taste and smell of herbs, while the Polish one a subtle taste and smell with a palpable aftertaste of condiments – mainly garlic.

Conclusions: the product quality is different, with the Polish quark having a lower content of herbs and contradicting the claim “100% natural ingredients” (additive on the list of ingredients – citric acid).

Fluffy quark (NETTO)



Milka chocolate bar (KAUFLAND)



Unit price as at the day of purchase (PLN per kg or litre)

47.05

44.41

Discriminant	Differences?
Labelling	yes
- including the list of ingredients	no
Organoleptic tests	no
Physico-chemical tests	yes

Labelling:

- the labelling of the Polish product is more legible (fewer countries of destination),
- the front label of the Polish product is in English (for the Polish, Lithuanian, Estonian, Maltese and Icelandic markets), while that of the German one is in German and English (for the German, Austrian, French, Czech, Slovak, Hungarian, Finnish, Swedish, Danish and other markets),
- different entities responsible for the German product (a German entity) and the Polish product (a Polish entity).

Organoleptic tests:

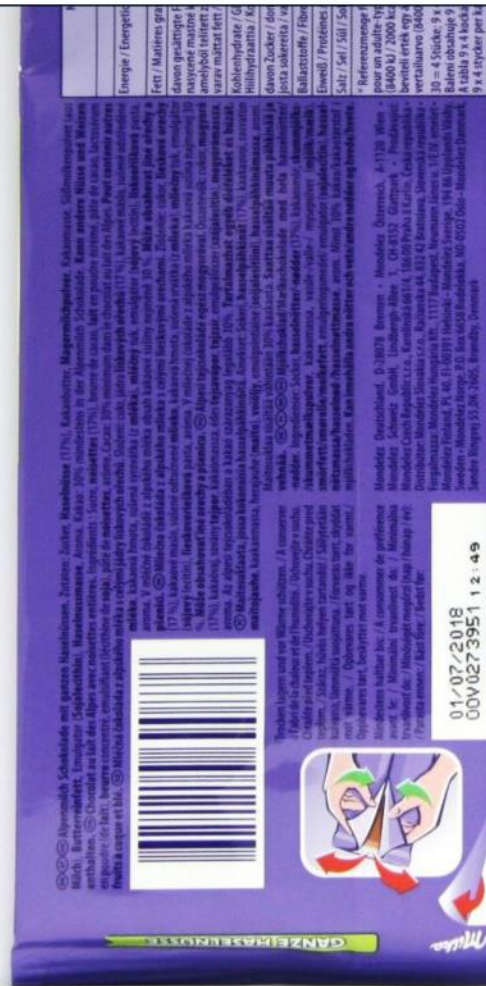
- minor differences in taste and smell – the nuts are more palpable in the German chocolate.

Physico-chemical tests:

- the Polish product has a lower nut content than the German one; additionally, the Polish product did not comply with the declaration in this scope. Both products declared a 17% nut content; it was found to be 15.7% for the Polish one and 17.8% for the German one.

Conclusions: differences in the nut content to the detriment of the Polish product.

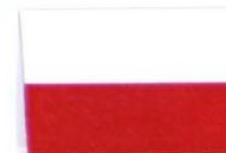
Milka chocolate bar (KAUFLAND)



01/07/2018
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Lipton Ice Tea Peach (LIDL)



Unit price as at the day of purchase (PLN per kg or litre)

3.53*

2.66

* – the bottle deposit was not included in unit price calculation

Discriminant	Differences?
Labelling	yes
- including the list of ingredients	yes
Organoleptic tests	yes
Physico-chemical tests	yes

Labelling:

- the front label of the German product features information that the beverage is peach-flavoured (“Geschmack Peach Ice Tea”); the Polish product features no such information, just “Peach Ice Tea”, i.e. **German consumers immediately know what type of product it is**, while Polish consumers do not and may expect the product to contain peach juice instead of a flavouring,
- the German product features the declaration “**no preservatives, no sweeteners, no colourings**”, while the Polish product declares that it contains “**no preservatives**”, the list of ingredients includes a sweetener and no colouring (the truth of authenticity of these claims has been confirmed through laboratory tests),
- the date of minimum durability of the Polish product is only visible at a certain angle due to being printed in black font against the brown beverage while the German date is legible,
- different entities responsible for the product; the Polish product is intended for the Polish and Hungarian markets while the German one for the German market only.

List of ingredients:

- **the German product declares a higher content of black tea extract (0.14%) than the Polish one (0.12%)**; black tea extract is listed as the fifth ingredient for the Polish product and the third ingredient for the German one,
- **the German product lists sugar, while the Polish one lists sugar, fructose and a sweetener (steviol glycosides)**; the differences affect the energy value of the beverage.

Organoleptic tests:

- the Polish beverage is darker than the German one (the Polish one – tea colour, the German one – light tea colour)

Physico-chemical tests:

- other sweetening ingredients.

Conclusions: **the product quality is different, i.e. the Polish one has less of the tea extract and includes other sweetening ingredients (the Polish one contains sugar, fructose and a sweetener, while the German one contains only sugar).**

Lipton Ice Tea Peach (LIDL)



German product



Polish product

1. Comparative assessment, both in terms of labelling and laboratory tests, found that in the case of **4** products the existence of so-called “double standards” in terms of quality may be presumed.
2. In the case of **8** other products, some differences were found which may indicate different product quality resulting from differences in labelling or requiring further verification at the production stage (e.g. use of raw materials of different quality, including their place of origin).
3. In the case of **22** products, the unit prices were higher in Poland than in Germany. The prices were generally **20%** higher than those of the German counterparts. The above applies mainly to products manufactures in Germany and placed on the Polish market.

Thank you for your attention

Prepared at the Department of Trade Inspection –
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