UOKIK TAKES A CLOSER LOOK AT PRICES IN STORES BIEDRONKA

* **More expensive at the counter than indicated by the price placed next to the goods and the lack of information about the price next to the product on the shelf - these are UOKiK's allegations towards Jeronimo Martins Polska, owner of stores Biedronka.**
* **Consumer complaints and Trade Inspection findings show that such situations are not uncommon in this chain.**
* **The entrepreneur may be punished by a penalty up to 10% of turnover.**

**[Warsaw, 18 October 2019]** The Office of Competition and Consumer Protection initiated proceedings against the company Jeronimo Martins Polska. The allegations relate to the visibility of lower prices next to the product, followed by the charging of a higher price at the counter in chain stores Biedronka.

- *We had a lot of signals from all over the country about the irregularities in providing prices in chain stores* Biedronka*. They were reported by both consumers and voivodeship inspectorates of the Trade Inspection. It cannot happen that the customer sees an attractive price on the product, and after seeing the receipt, it turns out that he/she has paid more. This may be an unfair market practice* - says Marek Niechciał, the President of UOKiK.

And so the complaints show that for example:

* ketchup was to cost 2.79 PLN after a discount, but cash registers showed a price of PLN 3.49,
* the price of kitchen towels on the receipt was 5.99 PLN, and on the shelf - 4.49 PLN,
* according to the receipt, a kilo of tomatoes cost 3.99 PLN instead of 1.85 PLN promised by a sign at the stand.

Only from January 1 to September 30, 2019, the Trade Inspection received over 230 complaints about incorrect pricing at Biedronka. Most often they concerned differences between the amount displayed on the shelf and the amount coded at the counter and the lack of prices next to the product. Inspectors also confirmed this during the inspection. For example, this year, within 9 months, they found that in 123 cases in Biedronka the price was missing, and in 25 cases there were differences between the amount visible on the product or shelf and the amount coded at the counter.

Lack of information about the price on the goods or in its vicinity is the second allegation against Jeronimo Martins Polska. - *Price is one of the main criteria that consumers use when shopping, especially in discount stores. It allows you to compare products from different brands and make an informed choice between them. The price should be prominently displayed so that consumers can read it easily and are not misled* - says Tomasz Chróstny, vice president of UOKiK.

If the allegations are confirmed, the company Jeronimo Martins Polska may pay a penalty up to 10% of turnover. This is not the only UOKiK proceedings against this company. The Office also verifies whether [Jeronimo Martins Polska does not apply unfair commercial practices towards fruit and vegetable suppliers](https://www.uokik.gov.pl/news.php?news_id=15802). Whereas in 2018, UOKiK issued a decision in which it [questioned the procedures for accepting and examining complaints](https://www.uokik.gov.pl/news.php?news_id=15354).

**Consumer, remember your rights:**

* Prices should be placed on or near the goods, e.g. on a shelf display. The seller must inform about them clearly and in a visible place. If he gives them only orally or does not give them at all, he breaks the law.
* Compare how much similar products cost. This is facilitated by the so-called unit prices - per kilo, liter, 100 grams, piece. The seller is obliged to provide them.
* If the price at the checkout is higher than that on the goods or on the shelf, you have the right to buy the item cheaper. When you notice the difference only on the receipt, demand a refund of the overpaid amount. In this situation, it is good to have evidence, e.g. a photo of a sign on a store shelf and a receipt.
* Notify [Trade Inspection](https://www.uokik.gov.pl/wazne_adresy.php#faq595) about irregularities.

If you noticed irregularities in displaying prices in chain stores Biedronka, send such a signal with photos documenting violations to the email address: [bydgoszcz@uokik.gov.pl](mailto:bydgoszcz@uokik.gov.pl). We may use these signals in our proceedings.

**Help for consumers:**

Tel. 801 440 220 or 22 290 89 16 - Consumer helpline   
E-mail: [porady@dlakonsumentow.pl](mailto:porady@dlakonsumentow.pl)   
[Consumer ombudsmen](https://uokik.gov.pl/pomoc.php) - in your city or poviat   
Regional Consumer Centers: 22 299 60 90 - [Dlakonsumenta.pl](http://dlakonsumenta.pl/)  
[Voivodship Inspectorates of Trade Inspection](https://www.uokik.gov.pl/wazne_adresy.php#faq595)