



A non-profit, volunteer organisation, advocating to advance the interests of consumers in Queensland

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## **MEDIA RELEASE**

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### **FOR IMMEDIATE USE**

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# **Consumers call on Aldi to make unit prices on shelf labels easier to notice and read**

The Queensland Consumers Association is calling on Aldi to make the unit prices on its supermarket “new look” shelf labels much more prominent and legible.

Association spokesperson, Ian Jarratt, says the unit prices on the new labels being widely introduced are much less easy for consumers to notice and read than those on the old labels.

This is due to the print height being reduced from 5mm to 3mm and the font no longer being bold.

As a result, consumers are much less able to use unit prices to compare value for money and make informed choices.

The Association led the national campaign that in 2009 led to federal laws requiring large supermarkets to provide unit prices for prepackaged grocery products and to display unit prices prominently and legibly.

Mr Jarratt says that Aldi should ensure that the print used for the unit prices on its new shelf labels is at least as large as that on the old labels, and bold font should be used.

Aldi should also do the same with the labels used for special offers and price reductions which are also insufficiently prominent and legible, and as a result very difficult for consumers to notice and read.

The Association says these are examples of the need for Australian Competition and Consumer Commission (ACCC) to better monitor and enforce compliance by supermarkets and online grocery sellers with the unit pricing rules it administers.

Mr Jarratt, who has studied unit pricing in many countries, says always retailers make sure that the selling price on labels and signs is easy to notice and read and, as required by the unit pricing rules, they should do the same with the unit price which greatly helps consumers to assess value for money.

The unit pricing regulations will be reviewed before mid 2019 and the Association will be advocating for changes that will ensure that all unit prices are very easy for consumers to notice, read and use.

## NOTES FOR EDITORS



**Photo of Aldi new (left side) and old (right side) shelf labels**