



GAZDASÁGI
VERSENYHIVATAL

Case number:	Vj-133/2006
Type of case:	Unfair Manipulation of Consumer Choice
Undertaking(s) concerned:	Danone Dairy Product Manufacturing and Marketing Ltd. (Danone Tejtermékgyártó és Forgalmazó Kft.)
Short description:	The Competition Council of the Hungarian Competition Authority (GVH) established in its decision issued on 25 January 2007 that Danone Dairy Product Manufacturing and Marketing Ltd. (Danone Tejtermékgyártó és Forgalmazó Kft.) deceived consumers with the advertising campaign of "Könnyű és finom" (Light and delicious) yoghurts in the first half of 2006.
Decision:	The undertaking was fined HUF 10 million (EUR 39 thousand).
Date:	Budapest, 25 January 2007