



GAZDASÁGI  
VERSENYHIVATAL

<b>Case number:</b>	Vj-67/2006
<b>Type of case:</b>	Deception of consumers
<b>Undertaking(s) concerned:</b>	Masterfoods Magyarország Értékesítő Bt.
<b>Short description:</b>	In the competition supervision proceedings the Competition Council of the Hungarian Competition Authority (Gazdasági Versenyhivatal – GVH) concluded that the advertisements as well as the product labelling of Masterfoods were misleading consumers by implying that its Chappi dog-food contained a significant proportion of meat, although this was not true as it contained only 4% meat.
<b>Decision:</b>	The Competition Council of the GVH imposed a fine of HUF 48 million (approx. EUR 171 000) on Masterfoods for its unlawful behaviour.
<b>Date:</b>	Budapest, 10 October 2006