

**vj-078\_2004\_tab\_a.doc**

<b>Case number:</b>	<b>Vj -78/2004</b>
<b>Short title</b> (party, conduct, type of case):	Falcotrade Rt. - meat product, superiority claim - deception of consumers
<b>Type of case:</b>	Unfair manipulation of consumers' choice      Deception of consumers
<b>Description:</b>	Falcotrade, a producer of meat products used a "No. 1" labelling on some of its products, but was not able to prove their superiority to competing products. As the negative effect on competition was relatively small, the Competition Council suspended the proceeding for 60 days, during which the company changed the labels and eliminated remaining labels, so the proceeding was terminated.
<b>Date:</b>	November 23, 2004