



GAZDASÁGI
VERSENYHIVATAL

Case number:	Vj-139/2006
Type of case:	Unfair Manipulation of Consumer Choice
Undertaking(s) concerned:	Aquarius-Aqua Ltd
Short description:	<p>The Competition Council of the Hungarian Competition Authority established in its decision that Aquarius-Aqua Ltd. deceived consumers by the advertisement of Veritas Gold mineral water.</p> <p>Aquarius-Aqua entered the competition of the International Taste & Quality Institute (iTQi), Brussels, a leading independent chef- and sommelier-based organization in October 2005 and the company won the "Superior Taste Award with ***" in May 2006. Thereafter the company advertised its Veritas Gold mineral water with the attributes "At the top of the World", "the best Taste Award winner mineral water", and "the best Taste Award winner Hungarian mineral water".</p>
Decision:	Aquarius-Aqua was fined HUF 2 million. The GVH regarded as mitigating circumstances that it was the first time the GVH "condemned" Aquarius-Aqua, the undertaking stopped the unlawful behaviour, and an official translation bureau translated the name of the award used in the advertisements.
Date:	Budapest, 15 February 2007