

Misleading Supermarket Pricing

The app and website 'wotwine?' owned by The Wine Integrity Project Ltd., is fully supportive of the Which? Campaign regarding misleading supermarket pricing, particularly with regard to wine, as reported in the BBC this morning.

Wotwine has had a professional team of tasters comparatively "blind" tasting wines across all the major supermarkets for the last 3 years. Wotwine's extensive research into supermarket wine quality and value on behalf of the consumer has consistently found that due to the cynical use of promotions by supermarkets, using price as a steer on anticipated quality is now an antiquated and corrupted practice offering no guidance for the consumer. The deep cut price promotions are very rarely worth the full price, and often not even worth the discounted price.

This is not only misleading and disappointing for the consumer who believe they are getting value but damaging to the wine industry as a whole. It does not promote sustainable pricing on the part of producers, transparent pricing practices by supermarkets or a clear progression of increased price reflecting increased quality and complexity for the consumers. The worst offenders wotwine? found to be high volume big brands, where brand owners use large marketing budgets to "buy" shelf space with well publicised price promotions. Wotwine? fear that inferior wines purporting to be genuine high quality will put off large numbers of less experienced or new wine drinkers, let alone confuse them as to what genuine quality in wine is all about.

There are, of course, exceptions. Lidl and Aldi do not indulge in price promotion, and as a result wotwine? have consistently rated them highly for best value for money. Asda are beginning to follow closely behind, and for example their new Wine Atlas range of genuine, well made and good value wines mostly at under £6 are an exceptional but sadly all too rare example of good supermarket wine buying, and an honest genuine value offer for the supermarket customer.

NOTES TO EDITORS

Wotwine? has been named *The Sun's* 'App of the Week' and has featured in the *The Times*, *Daily Mail*, *The Mail Online*, *The Telegraph*, *The Independent*, *Metro*, *Cosmopolitan*, *The Daily Express*, *The Evening Standard's ES* magazine, *The Mirror*, *Stuff*, *Emerald Street*, *China Daily* and *Grazia's Debrief*.

For more information please visit wotwine.com

The **wotwine** app is free to download now from the iTunes App Store and Google Play [here](#)..

For further information, images, press cuttings or interview requests please contact:

Alex Tilling: alex@wotwine.com or 07539668203

wotwine.com, 1 Heddon Street, London, W1B 4BD

Notes to editors:

wotwine is 100 per cent independent, purchasing every single bottle of wine tasted. All wines are tasted blind by a panel of industry professionals

Please note: Any supermarket retail prices quoted above are subject to change.

-ENDS-