

Wesfarmers Coles Taken to Court by Regulator for Misleading the Public

by Ben Collins via suzie Wednesday, Jun 12 2013, 11:12am

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Wesfarmers Coles Supermarket Integrity Watch

Conning the public is the least of it with sordid and offensive to the extreme Coles supermarket management. Coles 'customer care' should be renamed 'care-less!' A website dedicated to customer, staff and supplier grievances will soon be on the Internet. Abused customers, staff and suppliers will be able to comment and air their grievances against Coles for everyone to see and judge for themselves. Coles' inept and insular management are of the view that it is preferable to ignore valid customer complaints and other issues rather than to take the less costly and civilised approach of apologising and remedying the situation. This latest litigation is typical of Coles' arrogant and insular American style mis-management and attitude!



Supermarket chain Coles is in trouble with Australia's consumer Watchdog for allegedly misleading customers with claims its bread was baked fresh in store.

The Australian Competition and Consumer Commission has launched proceedings in the Federal Court, claiming Coles had bread that was partially baked and frozen off-site trucked in and then finished in-store.

The products were then promoted as 'Baked Today, Sold Today' and/or 'Freshly Baked In-Store' at Coles stores with in-house bakeries, according to the ACCC.

This misleads consumers and also steals business from independent bakeries who actually make their bread from scratch, the ACCC said.

"We believe consumers are likely to have been misled by Coles that the entire baking process, including preparation, occurred in-store, when in fact the bakery products were prepared and partially baked off site, frozen, transported and then 'finished' in store," said ACCC chairman Rod Sims in a statement.

"Indeed, the Cuisine Royale products were partially baked overseas."

The ACCC is seeking to have Coles review its compliance program and publish corrective notices.

<http://tinyurl.com/kkzrujq>

<http://tinyurl.com/mc2m4ke>

Jungle Drum Prose/Poetry. <http://jungledrum.lingama.net/news/story-622.html>