

Dr Pamela Robinson discusses Tesco's £300,000 fine for misleading strawberry prices on BBC Radio WM

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Supermarket giant Tesco was recently fined £300,000 after misleading customers on the price of its strawberries after they were advertised at half price for a longer period than they had been full price.

Dr Pamela Robinson, a lecturer and researcher at Birmingham Business School, recently appeared on BBC Radio West Midlands and BBC Radio Wales discussing the fine.

You are not allowed to have a price at a cheaper promotional offer for a period longer than it was at its original price...you mustn't mislead consumers.

...supermarkets have to be a lot more direct in their relationship with consumers and be genuine with the offers they are giving.

Listen to Pam on **BBC Radio West Midlands** (<http://www.bbc.co.uk/programmes/p01dq19b>) (04:30).