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Fair Trading Commission

V/S

Savy & Sons (PTY) LTD

Case Number: FCA 85

Date: DECEMBER 2017

Complaint: In September 2017, the Fair Trading Commission (hereinafter referred to as “the Commission”) was made aware through a tip off that Savy & Sons (Pty) Ltd (“the Respondent”) might be engaged in anti-competitive conduct by setting the retail price of Bavaria alcoholic drink.

Commission’s Assessment: Following the above, the Commission initiated an investigation to determine whether there is a case of resale price maintenance. During the investigation, the Commission examined an advert published by the respondent and was affixed on premises of shops which displayed the price of Bavaria alcoholic beverage. The Commission found that the advert showed no indication that the stated price was the recommended retail price. The Commission is of the opinion that this practice is a form of restrictive business practice.

Conclusion: As such, the Commission was satisfied that in respect to the allegations relating to the advertisements for Bavaria alcoholic beverage, the respondent was engaged in resale price maintenance. The respondent signed an undertaking in October 2017 in which it acknowledged the breach and agreed to remedy it. Subsequent site visits in November 2017 confirmed that the respondent had complied with the terms of the undertaking. The case was closed in November 2017 since reasonable redress had been provided.