



Press Release

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British Brands Group calls for a stronger code of practice regulated by an ombudsman

Today the British Brands Group welcomed the Competition Commission's recommendation for stronger code of practice to regulate relationships between suppliers and supermarkets, hoping supermarkets will accept an independent ombudsman to regulate this relationship.

The British Brands Group, a membership organisation that provides the voice for some of Britain's key brand manufacturers, said it hoped that the Competition Commission's recommendations would be taken on board and accepted by supermarkets. The number of practices that the Competition Commission has identified with the potential to damage competition demonstrates the need for a stronger code of practice between supermarkets and suppliers. For this to be truly effective an enforcer and monitor in the form of an independent ombudsman is required. These need to be put in place quickly to ensure the groceries market works well for consumers as well as retailers and suppliers of all sizes.

John Noble, Director of the British Brands Group, commented:

"Consumers suffer when supermarkets pass on excessive risks and unexpected costs to suppliers and manufacturers. This practice only stifles the capacity of the suppliers and manufacturers to invest in the innovation and development of new and improved products and to fund consumer promotions."

"The British Brands Group is calling on supermarkets to support the Competition Commission's new stricter code of practice and the proposal to put in place an ombudsman to ensure it is observed. These solutions are needed now."

"An ombudsman would not be unduly costly, unless of course if uncovers many problems that it needs to deal with."

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The British Brands Group

For more information and further background briefings on this subject please visit the British Brands Group website: www.britishbrandsgroup.org.uk.

The British Brands Group was founded in 1994 as a non-profit-making membership organisation. Its primary role is to speak out authoritatively on behalf of brand manufacturers and represents them collectively when commercial and regulatory issues threaten both their value and their ability to be a positive force in society.

While the Group's work focuses primarily on UK policy makers, it also works hard at deepening public understanding of how brands benefit consumers, society and the economy through the provision of choice, value for money and innovation. The Group also provides the prime forum for its members on brand-related issues.

The British Brands Group is part of a global network of similar brand associations, and is the UK representative of AIM, the European Brands Association, based in Brussels.

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