**Mislabelled fuel promotional campaign at SHELL Polska? Charges of UOKiK**

* **Premium fuel for the price of regular fuel. Great! Unfortunately, for this lack of clear information, the President of UOKiK is making accusations against Shell Polska.**
* **If an entrepreneur informs consumers about a price reduction, then they should indicate the lowest price from 30 days prior to the reduction.**
* **This is another measure taken by the Authority in order to verify the execution of the provisions of the Omnibus Directive.**

**[Warsaw, 11 March 2024]** Suspicions of UOKiK were raised by the “Tuesdays and Thursdays with Shell V-Power” offer, according to which, on specified days, drivers were able to tank fuel at a reduced price. Unfortunately, neither in the marketing materials nor at the site of the station was there any information as to the lowest price of fuel that was in effect 30 days prior to introducing the discount. Consumers were thus unable to judge whether the offer was favourable to them. The President of UOKiK has charged the company with infringing the collective interests of consumers.

The information about the lowest price from 30 days before the discount should appear right next to the information about the reduced price wherever the entrepreneur announces discounts for specific goods or services, i.e., for example, in marketing communications or at fuel dispensers. If the charges of violating the collective interests of consumers are confirmed, Shell Polska will face a fine of up to 10% of its turnover.

*-* *Correctly labelling sales promotions and fulfilling the requirements arising from the Omnibus Directive also applies to gas stations. For the last year, we have been trying to remind the market about the new law. In Shell’s case, we called into question the lack of clear information on the price of the fuel which was in effect before introducing price reductions on specified days. Special offers and discounts should be duly communicated, as consumers would like to know the actual terms of the bargain –* says Tomasz Chróstny, the President of UOKiK.

The Omnibus Directive has been in force since 1 January 2023. The President of UOKiK has been monitoring the way in which entrepreneurs have aligned to the new obligations - he [has already pressed charges for four entrepreneurs](https://archiwum.uokik.gov.pl/news.php?news_id=19718) in connection with a misleading presentation of their promotions, he has issued more than 70 soft calls, there are 14 preliminary investigations into traditional stores pending. Following the acts assumed by UOKiK, a vast majority of entrepreneurs have duly aligned their practices.

The entrepreneurs wishing to find out more about the correct method for discount labelling should read the [Explanations of UOKiK](https://archiwum.uokik.gov.pl/news.php?news_id=19558).