

Public Submission  
to  
ACCC Grocery Inquiry

By

**Southern Sydney Retailers Association Ltd**

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Why do Australians pay a 35% higher  
price for the Lindt Gold Bunny



## Why do Australians pay a 35% higher price for the Lindt Gold Bunny ?

The *Lindt Gold Bunny* is an Easter classic. Beloved by chocolate aficionados around the globe, the Gold Bunny is an iconic character whose reign as the ultimate chocolate product spans more than five decades. First created in 1950, the Lindt Gold Bunny is now sold in more than 50 countries around the world.<sup>1</sup>

As Woolworths point out in their confused and contradictory submission, certainly international price comparisons need to be made with care - but a Lindt Gold Bunny is a Lindt Gold Bunny.

Safeway supermarkets in the USA are offering the 100 gram (35.2oz) Lindt gold Bunny for US\$2.50<sup>2</sup>

To make sure the comparison is accurate, if this price is converted into Australian dollars and then the 10% GST is added - the equivalent price is **A\$2.95**.

Yet at Woolworths in Sydney, the very same Lindt Gold Bunny is “on special” reduced from \$4.99 to **\$3.99**.

How can Woolworths/Safeway supermarkets in Australia sell (even when its on special) the Lindt Gold Bunny for a **35%** higher price than Safeway supermarkets in the USA ?

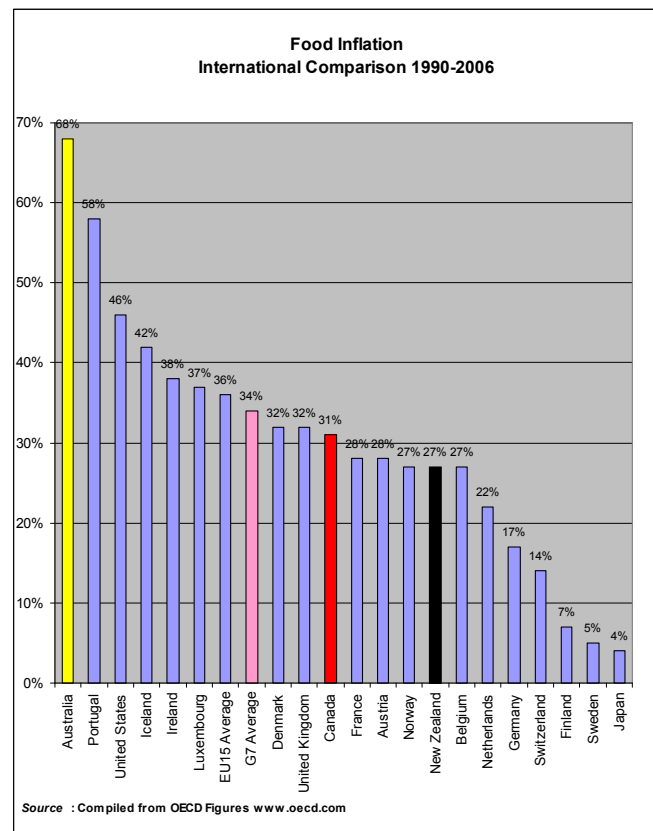
Australian families work hard for their money - why are Woolworths pocketing a 35% higher price from the pay packets of Australian families for the Lindt Gold Bunny, than American supermarkets pocket from American families ?

The answer is simple. Competition has collapsed in Australia. The Trade Practices Act and its administration is in complete disarray, and the victim is the Australia consumer.

The 35% higher price for the Lindt Gold Bunny is synonymous for the higher price paid for all products in Australian supermarkets.

As the evidence in submission No.3 made to this inquiry shows since 1990 food prices in Australia have risen 35% higher than the average of the developed world. It's a national scandal.

As nation – if we stick our head in sand and pretend that international comparisons are “not relevant” (as Woolworths suggests) we do so at our own peril.



<sup>1</sup> <http://www.lindtgoldbunny.com/>

<sup>2</sup> <http://shop.safeway.com/superstore/sixframeset.asp?mainurl=http://safeway1.inserts2online.com/storeReview.jsp?drpStoreID=972>