



Roundy's Pays Civil Forfeiture for Price Overcharge Issues

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Contact: Jerad Albracht, 608-224-5007
Jim Dick, Communications Director, 608-224-5020

MADISON – Roundy's Supermarkets, Inc. of Milwaukee ("Roundy's") paid a civil forfeiture settlement of \$43,022.50 for alleged violations of price scanner inaccuracies and signage issues in stores throughout Wisconsin.

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) conducted a statewide inspection of the price scanning practices at 43 Roundy's retail stores (including Pick 'n Save, Copps Food Center and Mega Marts, LLC locations) over two days in October of 2012. DATCP Weights & Measures inspectors ordered that inaccurate prices found on the first day be corrected, and returned the next day to ensure that these corrections were made.

On their return visit, they found seven instances where a store failed to correct the price overcharges found on the previous day. Based on the number of items left on the shelf in all seven instances, consumers could potentially have been overcharged 158 times.

In addition, inspectors found five instances where stores did not post required signs that let consumers know they are entitled to a refund when they are not charged the lowest advertised price.

As part of the civil forfeiture agreement, Roundy's did not admit to violating any Wisconsin laws.

For more weights and measures information or to file a consumer complaint, visit the Bureau of Consumer Protection on the web at <http://datcp.wisconsin.gov> or contact us via e-mail at datcp hotline@wi.gov or by phone at 1-800-422-7128.

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