

For Immediate Release

Class Action Against Coles and Woolworths Launched in Federal Court Over Alleged Misleading Discount Claims

- Sydney, Australia – Gerard Malouf & Partners (GMP Law), a leading consumer protection and personal injury law firm, has today lodged class action lawsuits against Coles and Woolworths, Australia’s largest supermarket chains, for allegedly promoting misleading discount claims on everyday products.
- These class actions, filed in response to recent findings by the ACCC, aim to secure financial redress for Australians who may have been misled by the supposed discounts.
- GMP Law’s class action is unique from the ACCC proceedings, which seek penalties but offer no direct consumer refunds. This action focuses solely on winning back the difference between the advertised ‘discounted’ prices and the real prices for hundreds of commonly purchased products at Coles between February 2022 and May 2023, and at Woolworths between September 2021 and May 2023.

Chairman Gerard Malouf commented, “We estimate that the average Australian consumer could be eligible for a refund ranging between \$200 and \$1,300+, depending on their shopping habits and purchases at these retailers. We believe this class action is an essential move toward safeguarding consumer rights and demanding transparency in retail practices Australia-wide”

GMP Law is committed to holding these retailers accountable and will be seeking refunds for affected consumers. The proposed legal action aims to recover the price differential between the alleged illusory discounted pricing and the original, undiscounted price.

For more information on GMP Law or to join the class action, visit PriceDropClassAction.com.au

Notes to Editor:

For more information on this story or to speak with an affected Group Member or Class Action counsel from GMP Law, please contact: marketing@gmp.net.au

Costs

There is no risk or no cost in being registered with GMP’s class actions. GMP proposes to bring the class action on a 'No Win-No Fee' basis. This means GMP will not charge any professional legal fees or out-of-pocket expenses until the matter is successful.

About GMP Law

With over 35 years of experience, GMP Law has helped clients recover more than \$4 billion in cases involving product liability, consumer rights, and medical negligence and Personal Injury. Known for its commitment to consumer justice, GMP Law stands as one of the foremost advocates for consumer protection in Australia.

For more information, visit www.gerardmaloufpartners.com.au