

Tesco Under Investigation

Written by John Eager

Monday, 08 April 2013 12:59 - Last Updated Saturday, 20 April 2013 12:04

The Advertising Standards Authority is investigating Tesco regarding its 'price promise' to consumers. The investigation follows a complaint by rival supermarket Morrisons, which has accused Tesco of misleading its shoppers.

Despite recently paying for full page ads in leading newspapers during the ongoing horse meat scandal, Tesco's market share has dropped to below 30%.

[Complaint over Tesco's price promise ads](#)