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## ***Bogof deals are 'immoral'***

Supermarket multi-buy offers are "immoral" because they encourage waste, a university professor has said. Buy-one-get-one-free (bogof) deals lure shoppers into wasting money and also create difficult problems for suppliers, according to Janet Godsell, professor of supply chain strategy at Warwick University.

Speaking at the NFU conference last month, she was quoted by the *Daily Mail* as saying: "I actually think it's morally wrong to promote food with bogofs. With food we've got more of a moral responsibility that people in the UK can eat at affordable prices. I think it forces people to spend money on things that they don't need."

Instead Godsell said bogof deals should be replaced by lower everyday prices. She added: "If you want proof of the pudding why everyday low price works, look at how successful Aldi and Lidl are."