

line-up



Julie Hunter researched personal shoppers, p30. She says: 'Our readers found that using a free personal shopper really took the hassle out of shopping for clothes.'



Pete Tynan researched ISPs, p32. He says: 'Small is beautiful when it comes to internet service providers.'

Editorial Joanna Bregosz, Jaclyn Clarabut, Malcolm Coles, Jon Dunning, Kirsten Edwards, Liz Edwards, Lesley Latimer, Shauna Massey, Simon Spruce, Abigail Waraker, Barbara White, Kim Winter

Production Bev Jordan

Design Neil Darby, Sofia Henry, Mark Massey, Suzanne Taylor, Sam Williams

Which? Research Jon Barrow, James Beardon, Elizabeth Bowden, Michael Briggs, Amanda Bristow, Matthew Brown, Chris Christoforou, Alastair Colman, Jenni Conti (Head of Money), Nadia Dawson, Jenny Durling, David Evans, Alison Eastwood, Judy Farrar (Head of Services), Ian Ferrell, Rebecca Fearnley, Rosie Fletcher, Jon Forfar, Lal Forfar, Teresa Fritz, Lisa Galliers, Melanie Green, Edward Hare, Dave Holes, Anthony Hume, Julie Hunter, Simone Johnson, Julie Lennard, Nick Kirby, Jo Langenhan, Ayesha Lawrence, Liam McCormack (Head of Research), Chris Matthews, Sandie Mattioli, Mike Naylor, Andrew Neeson, Naomi Newman, Oliver Pawley, David Pawsey, Lizzy Payne, Victoria Pearson, Sarah Roberts-Wray, Kate Shipp, Cassie Smith, Paul Smith (Head of Products), Ceri Stanaway, James Tallack, Pete Tynan, Fiona Vanier, Alison Watson, Cara Whitby, Guy Widdowson, Richard Wilkinson, Andy Woodward, Tim Young

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EDITORIAL



Supermarkets: sweet?

I've never forgiven Tesco for the whole 'one in front' debacle – when it promised to open extra tills if there was more than one person in front of you in the queue. My local Tesco never did – even after I wrote to the chief executive to complain (I must have been less busy in those days).

Then there was the double CD I bought in Sainsbury's. When I got home, I had two CD 1s and no CD 2. It turned out they had no CD 2s, but the sales assistant spent 15 minutes trying to argue that I couldn't have a refund as the goods weren't faulty.

And don't get me started on Ocado. OK, it can't be blamed for the time I ordered 30 lemons by mistake. But I wasn't happy when my delivery arrived covered in milk from a split carton.

Despite all this, I'm as addicted to supermarkets as the next man. One reason is the bargains – I thought. But as we show on p10, they're not always what they seem. Our report also reveals supermarkets' tactics to get us to spend ever more – however long we have to queue to do so.

Malcolm

Malcolm Coles, Editor

IN THE WASH

Hot news and lukewarm responses



PRAVS

Proud Realisers of Added Value prefer nice clothes from Primark to those from big brands like Burberry. They're the new chavs, claims Teletext Holidays.

NUTRITIONAL INFO

Finnish researchers have developed a mobile phone that reads barcodes, allowing shoppers to check products' nutritional values.

CONVENIENCE FOODS

We spend £18bn a year on supermarket meals, a 63 per cent increase in ten years, says Mintel.



ARTIFICIAL ADDITIVES

The Co-op is banning an extensive list of artificial additives from its own-brand foods.



WARM BEER: FACT

44 per cent of pubs serve real ale above the optimum temperature of 11°C to 13°C, says Cask Marque.

LOUD ADVERTS

Channel 5 has been reprimanded by the Advertising Standards Authority for making adverts louder than the programmes.

Members' helpline 01992 822 800
0845 307 4000

Post PO Box 44, Hertford X, SG14 1SH
Email which@which.co.uk
Outside the UK call +(44)1992 822 800