



“We will beat Booker’s price on any items comparable to our Aro branded products”

Makro’s Price Promise is based on the following guidelines:

1. “Comparable” means Booker’s own brand product which can be reasonably and fairly compared against an ARO product in terms of style, size / quantity and quality.
2. Any claim must be supported by a receipt for a purchase made within the last 14 days, or current published price list. Customers should present this evidence at the start of their transaction at the till and we will honour the Booker price less a penny.
3. Aro Price Match Promise excludes online purchases
4. Items sold as part of a multi-buy deal are matched to their individual unit price (e.g. £1 each or 6 for £5 would be price matched at £1 per unit). Promotions such as "buy 1L tomato sauce and get 500ml vinegar free" are excluded due to the difficulty in making a fair comparison.
5. ARO Price Match Promise discounts cannot be used in conjunction with any other promotion, discount or voucher offer.
6. Store specific discounts on damaged or short date code items will not be included in the ARO Price Match Promise. Other items that are purchased on discount for damage or short life will be compared at the original selling price.
7. The number of claims is limited to 10 per calendar month per Makro account and the total amount that can be claimed is limited to £100 per calendar month per Makro account.
8. Makro reserves the right to withdraw the ARO Price Match Promise at any time without notice.
9. Makro may withhold and/or refuse payment where Makro suspects that any false or fraudulent claim is being made.
10. Makro colleagues may claim under the ARO Price Match Promise. All price comparisons will be made after the Makro staff discount has been applied.
11. Makro will apply a fair use policy. Where a customer has purchased the same item multiple times, Makro will only count a maximum of 10 instances of each item in any one comparison.