# Co-op pricing glitch on Deliveroo allows customers to buy items for free amid recent cyber attack



A significant error at Co-op supermarket recently allowed customers to obtain various products for free via the Deliveroo app, following what the supermarket has described as a “clerical error.” This event came just days after Co-op experienced an attempted cyber attack targeting its IT infrastructure.

On the Deliveroo platform, products including Loyd Grossman pasta sauce, Costa ground coffee, and Fox’s cookies were unintentionally marked as free, prompting shoppers to take advantage of the situation. One customer, identified as Darren from Lancashire, managed to collect around £80 worth of items for a mere £3.29. This notably included Robinsons squash, which was mistakenly offered at a drastic price reduction from £1.50 to just 15 pence per bottle. Another shopper, Sally Marie, also from Lancashire, shared her successful experience of purchasing six packets of biscuits, ten jars of tomato sauce, and fifteen bottles of squash, among other items, without spending much.

"I was sat on the sofa and thought I'd give it a go before the Co-op ran out of stock. I quickly installed Deliveroo, and to my surprise, I found some items priced at zero,” she remarked, emphasising the unexpected nature of the deal.

A Co-op spokesperson acknowledged the pricing discrepancy, stating, “This was quickly resolved, and we apologise for any inconvenience caused.” They added that “a small number of prices were showing incorrectly on our Deliveroo shop for a few hours last night.”

The incident follows an earlier disruption to Co-op’s operations due to a cyber attack, in which hackers attempted to gain “unauthorised access” to the supermarket's network. Following this, Co-op indicated that it had taken steps to enhance the security of its systems. They reassured customers that “all our stores and funeral homes are trading as usual,” and communicated their commitment to minimising service disruptions.

Recently, Co-op became the second supermarket affected by a ransomware attack, with M&S experiencing similar challenges, resulting in depleted stock levels and a significant loss in market value. The recent events underscore the vulnerabilities faced by retailers in managing both cybersecurity and pricing accuracy, presenting considerable implications for their operational integrity.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.reuters.com/sustainability/boards-policy-regulation/britains-co-op-says-hackers-have-extracted-customer-data-2025-05-02/> - This article reports that Britain's Co-op Group suffered a cyberattack resulting in unauthorized access and extraction of customer data, corroborating the claim about Co-op's recent cyberattack.
2. <https://www.reuters.com/world/uk/britains-co-op-is-latest-retailer-be-hit-by-cyber-attack-2025-04-30/> - This source details the cyberattack on Co-op Group, including the shutdown of some back-office and call center operations as a precaution, supporting the information about Co-op's cyberattack.
3. <https://www.ft.com/content/5444d2e4-e258-45d2-8ca9-7927e502e3b9> - This article discusses the increasing vulnerability of UK retailers, including Co-op, to cyberattacks, aligning with the mention of Co-op's cyberattack in the original text.
4. <https://www.reuters.com/business/retail-consumer/britains-ms-enters-second-week-sales-disruption-after-cyberattack-2025-05-02/> - This piece highlights the impact of cyberattacks on UK retailers, including Co-op, providing context to the challenges faced by Co-op due to the cyberattack.
5. <https://www.reuters.com/business/retail-consumer/britains-co-op-says-hackers-have-extracted-customer-data-2025-05-02/> - This article confirms that Co-op Group experienced a cyberattack leading to the extraction of customer data, supporting the claim about Co-op's cyberattack.
6. <https://www.ft.com/content/ec287a78-9a28-40c2-ae88-6070651a7cdc> - This source reports on the cyberattack targeting Co-op, including the company's response and the broader implications for the retail sector, corroborating the information about Co-op's cyberattack.
7. <https://www.independent.co.uk/news/uk/home-news/coop-free-food-glitch-cyberattack-b2743875.html> - Please view link - unable to able to access data