

## SuperValu Own Brand v Brand Product Comparison Listing

*Prices to be effective in SuperValu stores from 6th January to 26th January 2025*

Own Brand						Branded Product							
Variant Code	Description	Size	Measure	SuperValu Retail	Department	Variant Code	Description	Size	Measure	Size Difference between Brand v Own Brand (if applicable, max. variance +/-33%)	Brand Normal Retail	Converted Brand Retail (if size is not identical)	Own Brand Price variation to the Brand
853353	SV GREEK FETA CHEESE	200	GRM	£ 2.55	DAIRY	851843	SOL GREEK FETA	200	GRM	0.00%	£ 2.89	£ 2.89	-11.8%
854934	SV WHITE MATURE CHEDDAR SLICE	200	GRM	£ 2.30	DAIRY	801321	COLERAINE MATURE SLICES	160	GRM	-25.00%	£ 2.15	£ 2.69	-14.4%
134084	SV WHITE MED CHEDDAR SLICE	200	GRM	£ 2.30	DAIRY	801323	COLERAINE MEDIUM SLICES	160	GRM	-25.00%	£ 2.15	£ 2.69	-14.4%
688489	SV WHITE MED CHEDDAR BLOCK	400	GRM	£ 3.85	DAIRY	153294	COLERAINE MEDIUM CHEDDAR	350	GRM	-14.29%	£ 4.20	£ 4.80	-19.8%
862297	SV GRATED PARMIGIANO REGGIANO	70	GRM	£ 2.35	DAIRY	863130	PARMIGIANO REGGIANO FRESHLY GRATED	70	GRM	0.00%	£ 2.95	£ 2.95	-20.3%
864470	SV PARMIGIANO REGGIANO SHAVINGS	100	GRM	£ 2.65	DAIRY	681764	CASTELLI PARMIGIANO REGGIANO	125	GRM	20.00%	£ 4.20	£ 3.36	-21.1%
687229	SV WHITE MED CHEDDAR GRATED	200	GRM	£ 2.20	DAIRY	242477	COLERAINE GRATED CHEDDAR MED	200	GRM	0.00%	£ 2.80	£ 2.80	-21.4%
854931	SV WHITE MATURE CHEDDAR GRATED	200	GRM	£ 2.35	DAIRY	542553	COLERAINE MATURE GRATED CHEESE	200	GRM	0.00%	£ 3.00	£ 3.00	-21.7%
864468	SV PARMIGIANO REGGIANO WEDGE	150	GRM	£ 3.90	DAIRY	681764	CASTELLI PARMIGIANO REGGIANO	125	GRM	-20.00%	£ 4.20	£ 5.04	-22.6%
693143	SV CHILLED SMOOTH ORANGE JUICE NFC	1	LTR	£ 1.90	DAIRY	856746	TROPICANA SMOOTH PMP	0.85	MLS	-17.65%	£ 2.75	£ 3.24	-41.3%
693142	SV CHILLED ORANGE JUICE W/BITS NFC	1	LTR	£ 1.90	DAIRY	856747	TROPICANA ORIGINAL PMP	0.85	MLS	-17.65%	£ 2.75	£ 3.24	-41.3%
860523	SV YOGURT DRINK MULTIFRUIT 8PK	800	GRM	£ 2.39	DAIRY	164088	ACTIMEL STRAWBERRY DRINK 8PK	800	GRM	0.00%	£ 4.50	£ 4.50	-46.9%
860524	SV YOGURT DRINK STRAWBERRY 8PK	800	GRM	£ 2.39	DAIRY	164090	ACTIMEL MULTIFRUIT DRINK 8PK	800	GRM	0.00%	£ 4.50	£ 4.50	-46.9%
854137	SV BREADED HADDOCK FILLETS	450	GRM	£ 5.50	FROZEN FOODS	845761	DC BREADED HADDOCK	400	GRM	-12.50%	£ 5.50	£ 6.19	-11.1%
727608	SV VANILLA ICE CREAM	1	LTR	£ 3.20	FROZEN FOODS	829363	DALE FARM VANILLA ICE CREAM BLOCK	1	LTR	0.00%	£ 3.75	£ 3.75	-14.7%
822984	SV MILK CHOC STICKS 3PK	300	MLS	£ 2.65	FROZEN FOODS	857777	MAGNUM CLASSIC 3PK	300	MLS	0.00%	£ 3.25	£ 3.25	-18.5%
854224	SV FROZEN MIXED BERRIES	340	GRM	£ 2.25	FROZEN FOODS	832873	GREEN ISLE MIXED BERRIES	375	GRM	9.33%	£ 3.15	£ 2.86	-21.2%
726372	SV OVEN CHIPS	1.5	KGM	£ 2.90	FROZEN FOODS	726105	GREEN ISLE STRAIGHT CUT OVEN CHIPS	1.3	KGM	-15.38%	£ 3.25	£ 3.75	-22.7%
816586	SV BROCCOLI	500	GRM	£ 1.85	FROZEN FOODS	829062	GROWERS PRIDE BROCCOLI FLORETS	450	GRM	-11.11%	£ 2.40	£ 2.67	-30.6%
726384	SV SPICY WEDGES	750	GRM	£ 2.10	FROZEN FOODS	726141	GREEN ISLE SPICY WEDGES	600	GRM	-25.00%	£ 2.55	£ 3.19	-34.1%
138136	SV GARDEN PEAS	750	GRM	£ 1.50	FROZEN FOODS	820053	B/EYE GARDEN PEAS	800	GRM	6.25%	£ 2.49	£ 2.33	-35.7%
727615	SV HONEYCOMB ICE CREAM	1	LTR	£ 3.20	FROZEN FOODS	846503	D/FARM HONEYCOMB ICE CREAM TUB	0.9	MLS	-11.11%	£ 4.80	£ 5.33	-40.0%
727607	SV RIPPLE ICE CREAM	1	LTR	£ 3.20	FROZEN FOODS	846505	DALE FARM R/BERRY RIP ICE CREAM TUB	0.9	MLS	-11.11%	£ 4.80	£ 5.33	-40.0%
854229	SV FROZEN STRAWBERRIES	340	GRM	£ 1.85	FROZEN FOODS	832870	GREEN ISLE STRAWBERRIES	340	GRM	0.00%	£ 3.15	£ 3.15	-41.3%
728856	SV POTATO WAFFLES	680	GRM	£ 1.60	FROZEN FOODS	153041	B/EYE POTATO WAFFLES 10PK	567	GRM	-19.93%	£ 2.35	£ 2.82	-43.2%
816585	SV COUNTRY MIXED VEGETABLES	500	GRM	£ 1.40	FROZEN FOODS	848763	B/EYE COUNTRY MIXED VEG	640	GRM	21.88%	£ 3.50	£ 2.73	-48.8%
816583	SV BRUSSEL SPROUTS	600	GRM	£ 1.45	FROZEN FOODS	829068	GROWERS PRIDE BRUSSELS SPROUTS	450	GRM	-33.33%	£ 2.15	£ 2.87	-49.4%
816584	SV SWEETCORN	500	GRM	£ 1.40	FROZEN FOODS	859019	BIRDS EYE SWEETCORN	640	GRM	21.88%	£ 3.60	£ 2.81	-50.2%
816587	SV CAULIFLOWER	600	GRM	£ 1.40	FROZEN FOODS	829053	GROWERS PRIDE CAULIFLOWER	450	GRM	-33.33%	£ 2.20	£ 2.93	-52.3%
838973	SV PETIT POIS	450	GRM	£ 1.15	FROZEN FOODS	840741	B/EYE PETITS POIS	545	GRM	17.43%	£ 3.35	£ 2.77	-58.4%
818075	SV CASTER SUGAR	1	KGM	£ 2.20	GROCERY	484648	MCKINNEYS CASTER SUGAR	1	KGM	0.00%	£ 2.45	£ 2.45	-10.2%
148914	SV SMOOTH CARAMEL BAR 6PK	216	GRM	£ 1.95	GROCERY	864039	MARS SNACKSIZE 9PK	304.2	GRM	28.99%	£ 3.10	£ 2.20	-11.4%
549412	SV CAT FOOD 12PK	4800	GRM	£ 9.50	GROCERY	823844	CAT CLUB VARIETY JELLY 12PK	4800	GRM	0.00%	£ 10.75	£ 10.75	-11.6%
562429	SV SHORTIES	300	GRM	£ 1.10	GROCERY	856983	MCV SHORTIES PM1.25	300	GRM	0.00%	£ 1.25	£ 1.25	-12.0%
818074	SV ICING SUGAR	500	GRM	£ 1.30	GROCERY	135483	MCKINNEYS ICING SUGAR	500	GRM	0.00%	£ 1.50	£ 1.50	-13.3%
834356	SV GRANULATED SUGAR	1	KGM	£ 1.30	GROCERY	481941	MCKINNEYS GRANULATED SUGAR	1	KGM	0.00%	£ 1.50	£ 1.50	-13.3%
479362	CT STILL WATER SPORTSCAP	1	LTR	£ 1.60	GROCERY	281617	BALLYGOWAN SPORTS DRINK STILL	1	LTR	0.00%	£ 1.90	£ 1.90	-15.8%
864552	SV DARK SOY SAUCE	150	MLS	£ 1.25	GROCERY	392864	AMOY SOY SAUCE DARK	150	MLS	0.00%	£ 1.49	£ 1.49	-16.1%

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848856	SV PINK/WHITE MINI MARSHMALLOWS	100	GRM	£ 1.25	GROCERY	841630	MR MALLOW P&W MINI MARSHMALLOWS	150	GRM	33.33%	£ 2.25	£ 1.50	-16.7%
846064	SV SWEETCORN 3 PACK	594	GRM	£ 2.50	GROCERY	312751	(W)GREEN GIANT SWEETCORN 3PK	594	GRM	0.00%	£ 3.00	£ 3.00	-16.7%
817091	SV KIDNEY BEANS	400	GRM	£ 0.95	GROCERY	830165	NAPOLINA RED KIDNEY BEANS	400	GRM	0.00%	£ 1.15	£ 1.15	-17.4%
549405	SV DOG FOOD 12PK	4800	GRM	£ 8.75	GROCERY	534774	BRANDY VARIETY TRAD LOAF 12 PK	4740	GRM	-1.27%	£ 10.80	£ 10.94	-20.0%
844723	SV KORMA MILD	470	GRM	£ 1.89	GROCERY	846654	BENS ORIGINAL KORMA SAUCE	450	GRM	-4.44%	£ 2.30	£ 2.40	-21.3%
200309	SV TIKKA MASALA SAUCE	470	GRM	£ 1.89	GROCERY	846656	BENS ORIGINAL TIKKA MASALA SAUCE	450	GRM	-4.44%	£ 2.30	£ 2.40	-21.3%
853668	SV FRAGRANCE FREE BABY WIPES 4PK	64	PK	£ 3.10	GROCERY	844791	WATERWIPES BIO NEWBORN	60	PCE	-6.67%	£ 3.70	£ 3.95	-21.5%
837887	SV QUILTED TOILET TISSUE	18	PK	£ 7.50	GROCERY	856150	KITTENSOFIT QUILTED DREAMS	16	PK	-12.50%	£ 8.55	£ 9.62	-22.0%
200279	SV SWEET & SOUR SAUCE	475	GRM	£ 1.89	GROCERY	846659	BENS ORIGINAL SWEET & SOUR SAUCE	450	GRM	-5.56%	£ 2.30	£ 2.43	-22.2%
692885	SV GOLD INSTANT COFFEE	100	GRM	£ 2.45	GROCERY	849820	JACOBS GOLD ROAST COFFEE	100	GRM	0.00%	£ 3.15	£ 3.15	-22.2%
549406	SV DOG FOOD 6PK CHUNK CUTS	2400	GRM	£ 4.55	GROCERY	335036	PEDIGREE GRAVY LAMB&PLTY 6PK	2400	GRM	0.00%	£ 5.95	£ 5.95	-23.5%
200289	SV MEDIUM CURRY	475	GRM	£ 1.89	GROCERY	846655	BENS ORIGINAL MEDIUM CURRY SAUCE	440	GRM	-7.95%	£ 2.30	£ 2.48	-23.9%
864599	SV MINI APPLE & R/BERRY RICE CAKE	40	GRM	£ 1.25	GROCERY	854113	ORGANIX S/FRUITS RICE CLOUDS	40	GRM	0.00%	£ 1.65	£ 1.65	-24.2%
860141	SV SQUEEZY HONEY	340	GRM	£ 2.25	GROCERY	814828	ROWSE CLEAR HONEY SQUEEZY	340	GRM	0.00%	£ 3.00	£ 3.00	-25.0%
642670	SV RASPBERRY JAM	454	GRM	£ 1.50	GROCERY	250995	HARTLEYS BEST RASPBERRY	340	GRM	-33.53%	£ 1.50	£ 2.00	-25.1%
642680	SV BLACKCURRANT JAM	454	GRM	£ 1.50	GROCERY	250996	HARTLEYS BEST BLACKCURRANT	340	GRM	-33.53%	£ 1.50	£ 2.00	-25.1%
642690	SV STRAWBERRY JAM	454	GRM	£ 1.50	GROCERY	250999	HARTLEYS BEST STRAWBERRY	340	GRM	-33.53%	£ 1.50	£ 2.00	-25.1%
860136	SV SENSITIVE BABY WIPES	56	PK	£ 1.00	GROCERY	832674	PAMPERS SENSITIVE BABY WIPES	52	PK	-7.69%	£ 1.25	£ 1.35	-25.7%
836629	SV PASTA SAUCE ONION & GARLIC	460	GRM	£ 1.89	GROCERY	867280	DOLMIO ONION & GARLIC SAUCE	450	GRM	-2.22%	£ 2.50	£ 2.56	-26.0%
836630	SV SPICY PASTA SAUCE	460	GRM	£ 1.89	GROCERY	867281	DOLMIO SPICY CHILLI BOLOGNESE	450	GRM	-2.22%	£ 2.50	£ 2.56	-26.0%
860153	SV UNSWEETENED ALMOND DRINK	1	LTR	£ 1.45	GROCERY	157774	ALPRO ALMOND MILK UNSWEETENED	1	LTR	0.00%	£ 2.00	£ 2.00	-27.5%
860148	SV UNSWEETENED OAT DRINK	1	LTR	£ 1.45	GROCERY	844101	ALPRO OAT MILK UNSWEETENED	1	LTR	0.00%	£ 2.00	£ 2.00	-27.5%
836236	SV NAPPIES SIZE 1	24	PCE	£ 4.00	GROCERY	849429	PAMPERS NEW BABY CARRY PACK SIZE 1	22	PK	-9.09%	£ 5.20	£ 5.67	-29.5%
805541	SV QUICK OATS	500	GRM	£ 2.00	GROCERY	688232	FLAHAVANS MICRO QUICK OATS DRUM	500	GRM	0.00%	£ 2.85	£ 2.85	-29.8%
153732	CT STILL WATER	2	LTR	£ 1.35	GROCERY	863710	BALLYGOWAN STILL WATER	1.5	LTR	-33.33%	£ 1.45	£ 1.93	-30.2%
844715	SV COMPOSTABLE REFUSE BAGS	15	PK	£ 1.60	GROCERY	830190	KILLEEN COMPOSTABLE BAGS	14	PK	-7.14%	£ 2.15	£ 2.30	-30.5%
809499	SV FAJITA MEAL KIT	475	GRM	£ 2.50	GROCERY	138025	OLD EL PASO SMOKY FAJITA KIT	500	GRM	5.00%	£ 3.80	£ 3.61	-30.7%
147655	SV REAL MAYONNAISE SQUEEZY	425	MLS	£ 2.25	GROCERY	148643	HELLMANN'S MAYO SQUEEZY	430	MLS	1.16%	£ 3.30	£ 3.26	-31.0%
864547	SV SQUEEZY LIGHT MAYONNAISE	425	MLS	£ 2.25	GROCERY	148643	HELLMANN'S MAYO SQUEEZY	430	MLS	1.16%	£ 3.30	£ 3.26	-31.0%
864551	SV GRAVY MIX	160	GRM	£ 1.15	GROCERY	846936	BISTO BEEF GRAVY GRANULES	190	GRM	15.79%	£ 2.00	£ 1.68	-31.7%
157142	SV LASAGNE SAUCE WHITE	455	GRM	£ 1.75	GROCERY	867271	DOLMIO WHITE LASAGNE SAUCE	440	GRM	-3.41%	£ 2.50	£ 2.59	-32.3%
860165	SV FAJITA MIX	28	GRM	£ 0.70	GROCERY	423281	OLD EL PASO FAJITA MIX	35	GRM	20.00%	£ 1.30	£ 1.04	-32.7%
864563	SV TUNA CHUNKS IN S/OIL 4PK	580	GRM	£ 3.70	GROCERY	834178	(W) J/WEST TUNA CHUNKS OIL 4PK	580	GRM	0.00%	£ 5.50	£ 5.50	-32.7%
147686	SV MILK CHOC FINGERS 8PK	172	GRM	£ 1.75	GROCERY	853105	KIT KAT 2F MILK 9PK	186.3	GRM	7.68%	£ 2.85	£ 2.63	-33.5%
844724	SV RED LASAGNE SAUCE	475	GRM	£ 1.75	GROCERY	867272	DOLMIO RED LASAGNE SAUCE	450	GRM	-5.56%	£ 2.50	£ 2.64	-33.7%
853659	SV MILK CHOC CARAMEL WAFERS 8PK	224	GRM	£ 1.75	GROCERY	655387	TUNNOCKS CARAMEL WAFERS 8PK	240	GRM	6.67%	£ 2.85	£ 2.66	-34.2%
544040	SV LUXURY TOILET TISSUE WHITE	9	PK	£ 3.90	GROCERY	848879	ANDREX COMPLETE CLEAN	9	PK	0.00%	£ 5.95	£ 5.95	-34.5%
869281	SV MILK CHOC DIGESTIVES	300	GRM	£ 1.35	GROCERY	862704	MCV MILK CHOC DIGESTIVES PM1.85	266	GRM	-12.78%	£ 1.85	£ 2.09	-35.3%
869481	SV MILK CHOC DIGESTIVE	300	GRM	£ 1.35	GROCERY	862704	MCV MILK CHOC DIGESTIVES PM1.85	266	GRM	-12.78%	£ 1.85	£ 2.09	-35.3%
864549	SV TACO MAYONNAISE	425	MLS	£ 2.25	GROCERY	159092	TASTE OF GOODNESS TACO SAUCE	450	MLS	5.56%	£ 3.70	£ 3.49	-35.6%
862033	SV CHOC BUTTER BISCUITS	125	GRM	£ 1.35	GROCERY	867406	CHOCO LEIBNIZ MILK CHOC PM1.89	111	GRM	-12.61%	£ 1.89	£ 2.13	-36.6%
148911	SV CRUNC BISCUITS&CAR BAR 5PK	210	GRM	£ 1.95	GROCERY	867284	TWIX BISCUIT 9PK	180	GRM	-16.67%	£ 2.65	£ 3.09	-36.9%
274082	SV VEGETABLE OIL	1	LTR	£ 2.20	GROCERY	697121	CRISP N DRY	1	LTR	0.00%	£ 3.50	£ 3.50	-37.1%

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864553	SV LIGHT SOY SAUCE	150	MLS	£ 1.25	GROCERY	392865	AMOY SOY SAUCE LIGHT	150	MLS	0.00%	£ 2.00	£ 2.00	-37.5%
562729	SV ORANGE JUICE	1	LTR	£ 1.80	GROCERY	139479	DEL MONTE ORANGE JUICE	1	LTR	0.00%	£ 3.00	£ 3.00	-40.0%
248127	SV TUNA IN BRINE 3PK	240	GRM	£ 1.80	GROCERY	789009	J/WEST TUNA CHUNKS BRINE 3PK	240	GRM	0.00%	£ 3.00	£ 3.00	-40.0%
248132	SV TUNA SUNFLOWER OIL 3 PK	240	GRM	£ 1.80	GROCERY	789019	J/WEST TUNA CHUNKS OIL 3PK	240	GRM	0.00%	£ 3.00	£ 3.00	-40.0%
549415	SV CAT FOOD CHUNK CUTS 6PK	2400	GRM	£ 3.60	GROCERY	803683	CAT CLUB VARIETY GRAVY 6PK	2400	GRM	0.00%	£ 6.00	£ 6.00	-40.0%
837296	SV FAMILY TOILET ROLL	9	PK	£ 3.75	GROCERY	427889	ANDREX FAMILY SOFT	9	PK	0.00%	£ 6.25	£ 6.25	-40.0%
817722	SV TUNA CHUNKS IN BRINE 4PK	580	GRM	£ 3.30	GROCERY	834177	(W) J/WEST TUNA CHUNKS BRINE 4PK	580	GRM	0.00%	£ 5.50	£ 5.50	-40.0%
860173	SV RAISIN & ALMOND GRANOLA	500	GRM	£ 2.80	GROCERY	840878	WHITES GRANOLA NUT/HONEY/ALM	450	GRM	-11.11%	£ 4.20	£ 4.67	-40.0%
614269	SV BAKED BEANS	420	GRM	£ 0.85	GROCERY	219739	HEINZ BEANZ	415	GRM	-1.20%	£ 1.40	£ 1.42	-40.0%
860164	SV BAKED BEANS 4 PACK	1680	GRM	£ 2.80	GROCERY	400921	HEINZ BEANZ 4PK	1660	GRM	-1.20%	£ 4.65	£ 4.71	-40.5%
853665	SV TAGLIATELLE NESTS	500	GRM	£ 1.10	GROCERY	831216	ROMA TUBULAR TAGLIATELLE	500	GRM	0.00%	£ 1.85	£ 1.85	-40.5%
860158	SV RAPESEED OIL	500	MLS	£ 3.20	GROCERY	808888	LAKESHORE RAPESEED OIL	500	MLS	0.00%	£ 5.40	£ 5.40	-40.7%
692881	SV FROSTED FLAKES	500	GRM	£ 2.20	GROCERY	864692	KELLOGGS FROSTIES PM3.49	470	GRM	-6.38%	£ 3.49	£ 3.71	-40.7%
860149	SV OAT BARISTA DRINK	1	LTR	£ 1.45	GROCERY	856914	ALPRO OAT BARISTA	1	LTR	0.00%	£ 2.45	£ 2.45	-40.8%
854637	SV RICH TEA BISCUITS	300	GRM	£ 1.10	GROCERY	860944	MCV RICH TEA PMP1.89	300	GRM	0.00%	£ 1.89	£ 1.89	-41.8%
147685	SV RICH TEA BISCUITS	300	GRM	£ 1.10	GROCERY	860944	MCV RICH TEA PMP1.89	300	GRM	0.00%	£ 1.89	£ 1.89	-41.8%
864564	SV HONEYNUT CORNFLAKES	500	GRM	£ 2.20	GROCERY	864690	KELLOGGS CRUNCHY NUT PM3.49	460	GRM	-8.70%	£ 3.49	£ 3.79	-42.0%
138060	SV GINGER NUTS	300	GRM	£ 1.10	GROCERY	860920	MCV GINGER NUTS PM1.59	250	GRM	-20.00%	£ 1.59	£ 1.91	-42.3%
844729	SV PEELED PLUM TOMATOES	400	GRM	£ 0.69	GROCERY	282891	NAPOLINA PLUM TOMATOES	400	GRM	0.00%	£ 1.20	£ 1.20	-42.5%
478488	SV CHOPPED TOMATOES	400	GRM	£ 0.69	GROCERY	831191	ROMA CHOPPED TOMATOES	400	GRM	0.00%	£ 1.20	£ 1.20	-42.5%
681356	SV THICK BLEACH ORIGINAL	750	MLS	£ 1.00	GROCERY	687358	DOMESTOS BLEACH REGULAR	750	MLS	0.00%	£ 1.75	£ 1.75	-42.9%
681358	SV THICK BLEACH CITRUS	750	MLS	£ 1.00	GROCERY	687358	DOMESTOS BLEACH REGULAR	750	MLS	0.00%	£ 1.75	£ 1.75	-42.9%
848858	SV INSTANT RICH ROAST COFFEE	100	GRM	£ 2.00	GROCERY	864216	KENCO RICH	100	GRM	0.00%	£ 3.50	£ 3.50	-42.9%
692628	SV WHEAT BISCUITS	960	GRM	£ 3.50	GROCERY	780058	WEETABIX 48PK	860	GRM	-11.63%	£ 5.49	£ 6.13	-42.9%
154792	SV PORRIDGE OATS	1	KGM	£ 1.70	GROCERY	820014	QUAKER OATS	1	KGM	0.00%	£ 3.00	£ 3.00	-43.3%
853663	SV BROWN SAUCE	470	GRM	£ 2.00	GROCERY	556677	HP SAUCE TOP DOWN	450	GRM	-4.44%	£ 3.40	£ 3.55	-43.7%
869484	SV BREAKFAST BISC COCOA	300	GRM	£ 1.50	GROCERY	863621	BELVITA HONEY & NUT	225	GRM	-33.33%	£ 2.00	£ 2.67	-43.8%
154790	SV SPECIAL FLAKES	500	GRM	£ 2.10	GROCERY	860653	KELLOGGS SPECIAL K PM3.29	440	GRM	-13.64%	£ 3.29	£ 3.74	-43.8%
145862	SV RICE KRUNCHIES	440	GRM	£ 2.00	GROCERY	864700	KELLOGGS RICE KRISPIES PM3.49	430	GRM	-2.33%	£ 3.49	£ 3.57	-44.0%
824931	SV GF PORRIDGE OATS	500	GRM	£ 2.10	GROCERY	817846	QUAKER GLUTEN FREE OATS	510	GRM	1.96%	£ 3.85	£ 3.77	-44.4%
335002	SV SEVILLE MARMALADE	454	GRM	£ 1.00	GROCERY	849701	ROBERTSONS GOLDEN SHRED MARMALADE	454	GRM	0.00%	£ 1.80	£ 1.80	-44.4%
745054	SV TABLE SALT	750	GRM	£ 1.00	GROCERY	620650	SAXA TABLE SALT	750	GRM	0.00%	£ 1.80	£ 1.80	-44.4%
853667	SV FRAGRANCED BABY WIPES	64	PK	£ 0.85	GROCERY	832605	PAMPERS BABY WIPE	52	PK	-23.08%	£ 1.25	£ 1.54	-44.8%
478499	SV WILD PINK SALMON	213	GRM	£ 2.00	GROCERY	403990	J/WEST PINK SALMON	213	GRM	0.00%	£ 3.65	£ 3.65	-45.2%
803771	SV WHOLEWHEAT PENNE	500	GRM	£ 1.00	GROCERY	831217	ROMA WHOLEWHEAT PENNE	500	GRM	0.00%	£ 1.85	£ 1.85	-45.9%
864824	SV CORNFLOUR	500	GRM	£ 1.20	GROCERY	642540	B&P CORNFLOUR	500	GRM	0.00%	£ 2.25	£ 2.25	-46.7%
817727	SV TUNA CHUNKS IN BRINE	145	GRM	£ 1.30	GROCERY	158894	J/WEST TUNA CHUNKS BRINE	145	GRM	0.00%	£ 2.45	£ 2.45	-46.9%
864577	SV TUNA CHUNKS IN SPRING WATER	145	GRM	£ 1.30	GROCERY	158894	J/WEST TUNA CHUNKS BRINE	145	GRM	0.00%	£ 2.45	£ 2.45	-46.9%
817726	SV TUNA CHUNKS IN SUNFLOWER OIL	145	GRM	£ 1.30	GROCERY	158897	J/WEST TUNA CHUNKS OIL	145	GRM	0.00%	£ 2.45	£ 2.45	-46.9%
869351	SV COMP RST BF & VEG DOG FOOD	3	KGM	£ 5.75	GROCERY	860912	BAKERS MEATY MEALS BEEF	2.7	KGM	-11.11%	£ 9.80	£ 10.89	-47.2%
860175	SV ITALIAN COFFEE BEANS	200	GRM	£ 2.50	GROCERY	154017	LAVAZZA ROSSA	250	GRM	20.00%	£ 5.95	£ 4.76	-47.5%
256077	SV DIGESTIVES	400	GRM	£ 1.10	GROCERY	860946	MCV ORIG DIGESTIVES PM1.89	360	GRM	-11.11%	£ 1.89	£ 2.10	-47.6%
692618	SV WHEAT BISCUITS	480	GRM	£ 2.30	GROCERY	867695	WEETABIX 24PK	430	GRM	-11.63%	£ 3.95	£ 4.41	-47.8%

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864569	SV BREAKFAST MILK BISCUITS	300	GRM	£ 1.35	GROCERY	863656	BELVITA MILK & CEREALS	225	GRM	-33.33%	£ 2.00	£ 2.67	-49.4%
869524	SV NON CLUMPING CAT LITTER	5	LTR	£ 2.25	GROCERY	857029	CATSAN HYGIENE CAT LITTER	5	LTR	0.00%	£ 4.50	£ 4.50	-50.0%
337263	SV KITCHEN FOIL 290MM	10	MTR	£ 1.95	GROCERY	109311	BACOFIL 300MM	10	MTR	0.00%	£ 4.00	£ 4.00	-51.3%
700045	SV PLAIN FLOUR	2	KGM	£ 1.69	GROCERY	183787	MORTONS PLAIN FLOUR	1.5	KGM	-33.33%	£ 2.60	£ 3.47	-51.3%
864562	SV SELF RAISING FLOUR	2	KGM	£ 1.69	GROCERY	183788	MORTONS SELF-RAISING FLOUR	1.5	KGM	-33.33%	£ 2.60	£ 3.47	-51.3%
853608	SV LAUNDRY GEL BIO 18W	630	MLS	£ 2.50	GROCERY	867935	ARIEL ORIGINAL GEL 26W	858	MLS	26.57%	£ 7.00	£ 5.14	-51.4%
853609	SV LAUNDRY GEL NON BIO 18W	630	MLS	£ 2.50	GROCERY	867937	FAIRY NON BIO GEL 26W	858	MLS	26.57%	£ 7.00	£ 5.14	-51.4%
857268	SV BROWNIE MIX	400	GRM	£ 1.70	GROCERY	836141	CADBURY CHOCOLATE BROWNIE MIX	350	GRM	-14.29%	£ 3.10	£ 3.54	-52.0%
545927	SV CORNFLAKES	500	GRM	£ 1.75	GROCERY	867777	KELLOGGS CORNFLAKES PM3.29	450	GRM	-11.11%	£ 3.29	£ 3.66	-52.1%
132746	SV CORNFLAKES	500	GRM	£ 1.75	GROCERY	867777	KELLOGGS CORNFLAKES PM3.29	450	GRM	-11.11%	£ 3.29	£ 3.66	-52.1%
829142	SV CHOCO HAZLENUT SPREAD	400	GRM	£ 2.50	GROCERY	841631	NUTELLA	350	GRM	-14.29%	£ 4.70	£ 5.37	-53.5%
864543	SV CURRY MIX	250	GRM	£ 2.50	GROCERY	856405	MCDONNELLS ORIGINAL CURRY TUB	200	GRM	-25.00%	£ 4.35	£ 5.44	-54.0%
860147	SV READY TO SERVE CUSTARD	500	GRM	£ 1.00	GROCERY	848387	AMBROSIA CUSTARD	500	GRM	0.00%	£ 2.20	£ 2.20	-54.5%
545930	SV SUGAR FREE BEANS	420	GRM	£ 0.85	GROCERY	824949	HEINZ BEANS NO SUGAR ADDED	415	GRM	-1.20%	£ 1.85	£ 1.87	-54.6%
478497	SV WILD RED SALMON	213	GRM	£ 2.30	GROCERY	777085	J/WEST WILD RED SALMON	213	GRM	0.00%	£ 5.15	£ 5.15	-55.3%
856687	SV MILK CHOCOLATE RICE CAKES	100	GRM	£ 1.35	GROCERY	680205	KELKIN CHOC COVERED R/CAKE	100	GRM	0.00%	£ 3.05	£ 3.05	-55.7%
692468	SV EXPRESS RICE EGG FRIED	250	GRM	£ 0.95	GROCERY	846646	BENS ORIGINAL EGG FRIED RICE	220	GRM	-13.64%	£ 1.90	£ 2.16	-56.0%
864546	SV EXPRESS MEXICAN RICE	250	GRM	£ 0.95	GROCERY	846648	BENS ORIGINAL MEXICAN RICE	220	GRM	-13.64%	£ 1.90	£ 2.16	-56.0%
854051	SV YOGURT RICE CAKES	100	GRM	£ 1.35	GROCERY	807519	KELKIN TRIPLE BERRY RICE CAKES	100	GRM	0.00%	£ 3.07	£ 3.07	-56.0%
816709	SV COMPLETE ROAST BEEF&VEG DOGFOOD	2.5	KGM	£ 3.89	GROCERY	860912	BAKERS MEATY MEALS BEEF	2.7	KGM	7.41%	£ 9.80	£ 9.07	-57.1%
821545	SV MEDIUM RESEAL FREEZER BAGS	20	PK	£ 1.50	GROCERY	845612	BACOFIL SAFELOC BAG SMALL	20	PK	0.00%	£ 3.50	£ 3.50	-57.1%
549254	SV BLACKCURRANT NAS SQUASH	1	LTR	£ 1.00	GROCERY	411041	ROBINSONS NAS SUMMER FRUITS	1	LTR	0.00%	£ 2.35	£ 2.35	-57.4%
549253	SV SUMMER FRUITS NAS SQUASH	1	LTR	£ 1.00	GROCERY	633880	ROBINSONS NAS APPLE & B/CURRANT	1	LTR	0.00%	£ 2.35	£ 2.35	-57.4%
337386	SV NAS ORANGE SQUASH	1	LTR	£ 1.00	GROCERY	633890	ROBINSONS NAS ORANGE & PINEAPPLE	1	LTR	0.00%	£ 2.35	£ 2.35	-57.4%
821705	SV KETCHUP	470	GRM	£ 1.30	GROCERY	427057	HEINZ TOMATO KETCHUP TOP DOWN	460	GRM	-2.17%	£ 3.00	£ 3.07	-57.6%
809500	SV MILK CHOCOLATE CHIPS	100	GRM	£ 0.95	GROCERY	809460	DR OETKER MILK CHOC CHIPS	100	GRM	0.00%	£ 2.25	£ 2.25	-57.8%
864818	SV WHITE CHOCOLATE CHIPS	100	GRM	£ 0.95	GROCERY	809461	DR OETKER WHITE CHOC CHIPS	100	GRM	0.00%	£ 2.25	£ 2.25	-57.8%
848855	SV DARK CHOCOLATE CHIPS	100	GRM	£ 0.95	GROCERY	810016	DR OETKER PLAIN CHOC CHIPS	100	GRM	0.00%	£ 2.25	£ 2.25	-57.8%
692452	SV EXPRESS RICE LONG GRAIN	250	GRM	£ 0.95	GROCERY	856858	BENS ORIGINAL LONG GRAIN RTH	220	GRM	-13.64%	£ 2.00	£ 2.27	-58.2%
692467	SV EXPRESS RICE BASMATI	250	GRM	£ 0.95	GROCERY	856859	BENS ORIGINAL BASMATI RTH	220	GRM	-13.64%	£ 2.00	£ 2.27	-58.2%
727626	CT EXPRESS RICE BASMATI	250	GRM	£ 0.95	GROCERY	856859	BENS ORIGINAL BASMATI RTH	220	GRM	-13.64%	£ 2.00	£ 2.27	-58.2%
860156	SV GREEN PESTO	190	GRM	£ 1.50	GROCERY	135015	SACLA BASIL PESTO PASTAGUSTO	190	GRM	0.00%	£ 3.60	£ 3.60	-58.3%
860157	SV RED PESTO	190	GRM	£ 1.50	GROCERY	135016	SACLA SUNDRIED TOMATO PESTO	190	GRM	0.00%	£ 3.60	£ 3.60	-58.3%
864544	SV MEDIUM EGG NOODLES	250	GRM	£ 1.15	GROCERY	863458	SHARWOODS MEDIUM EGG NOODLES	226	GRM	-10.62%	£ 2.50	£ 2.77	-58.4%
864602	SV COTTON BUDS	200	PK	£ 0.60	GROCERY	309601	JOHNSONS COTTON BUDS	200	PK	0.00%	£ 1.45	£ 1.45	-58.6%
853521	SV PURE FABRIC CONDITIONER	3	LTR	£ 2.70	GROCERY	867939	LENOR SPRING FAB CON 80W	2.64	LTR	-13.64%	£ 6.00	£ 6.82	-60.4%
200299	SV CHILLI SAUCE	460	GRM	£ 1.89	GROCERY	407017	L/GROSSMAN SAUCE TOMATO&CHILLI	350	GRM	-31.43%	£ 3.65	£ 4.80	-60.6%
134499	SV CHOCOLATE CHIP COOKIES	225	GRM	£ 1.10	GROCERY	848129	FOXS MILK CHOC COOKIES	180	GRM	-25.00%	£ 2.25	£ 2.81	-60.9%
844731	SV RYE CRISPBREAD	250	GRM	£ 1.10	GROCERY	845658	JACOBS C/BREAD MIXED GRAIN 5PK	190	GRM	-31.58%	£ 2.15	£ 2.83	-61.1%
853469	SV MULTISURFACE BLEACH CLEANER	750	MLS	£ 1.00	GROCERY	860051	DOMESTOS SPRAY BLEACH	700	MLS	-7.14%	£ 2.50	£ 2.68	-62.7%
642550	SV THICK CUT MARMALADE	454	GRM	£ 1.40	GROCERY	801529	BONNE MAMAN ORANGE MARMALADE	370	GRM	-22.70%	£ 3.30	£ 4.05	-65.4%
864025	SV JUMBO EMBOSSED XL K/TOWEL	1	PCE	£ 1.70	GROCERY	860899	REGINA POWER KITCHEN TOWEL	1	PK	0.00%	£ 5.00	£ 5.00	-66.0%
817796	SV PASSATA	500	GRM	£ 0.80	GROCERY	845136	MUTTI TOMATO PASSATA	400	GRM	-25.00%	£ 2.00	£ 2.50	-68.0%

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853524	SV PINE LIQUID TOILET CLEANER	750	MLS	£ 0.95	GROCERY	484662	HARPIC POWER PLUS	750	MLS	0.00%	£ 3.00	£ 3.00	-68.3%
136081	SV TONIC WATER	1	LTR	£ 0.65	GROCERY	638700	SCHWEPES TONIC WATER	1	LTR	0.00%	£ 2.30	£ 2.30	-71.7%
836256	SV NAPPIES SIZE 3	56	PCE	£ 4.00	GROCERY	838927	PAMPERS BABY DRY EP S3 50PK	50	PK	-12.00%	£ 12.75	£ 14.28	-72.0%
136005	SV ULTRA KITCHEN TOWEL	2	PK	£ 1.55	GROCERY	822966	PLENTY THE ORIGINAL ONE	2	PK	0.00%	£ 5.85	£ 5.85	-73.5%
824138	SV BABY WIPES FRAGRANCE FREE	64	PCE	£ 0.85	GROCERY	844791	WATERWIPES BIO NEWBORN	60	PCE	-6.67%	£ 3.70	£ 3.95	-78.5%
782762	SV ALL PURPOSE CLOTHS	10	PK	£ 1.10	NON FOOD	808962	KILLEEN ALL PURPOSE CLOTH	10	PK	0.00%	£ 1.30	£ 1.30	-15.4%
836693	SV RUBBER GLOVE	1	PCE	£ 1.00	NON FOOD	835706	RAMON HOUSEHOLD RUBBER GLOVES (L)	1	PK	0.00%	£ 1.29	£ 1.29	-22.5%
146017	SV PRAWN COCKTAIL	180	GRM	£ 3.29	PROVISIONS	494769	WILLIAM CARR PRAWN COCKTAIL	200	GRM	10.00%	£ 4.65	£ 4.19	-21.4%
867906	SV CARVED ROAST TURKEY	100	GRM	£ 2.30	PROVISIONS	859616	G/FARM TURKEY BREAST SLICES	90	GRM	-11.11%	£ 2.70	£ 3.00	-23.3%
310222	SV COCKTAIL SAUSAGE ROLLS 20PK	360	GRM	£ 2.75	PROVISIONS	146761	MCCOLGANS 16 COCKTAIL SAUSAGE ROLLS	288	GRM	-25.00%	£ 3.10	£ 3.88	-29.0%
310236	SV JUMBO SAUSAGE ROLLS 5PK	400	GRM	£ 2.80	PROVISIONS	146759	MCCOLGANS 4 JUMBO SAUSAGE ROLLS	320	GRM	-25.00%	£ 3.20	£ 4.00	-30.0%
867759	SV BIG BUY CRUMBED HAM	320	GRM	£ 2.80	PROVISIONS	821726	GALTEE CRUMBED HAM PMP	360	GRM	11.11%	£ 4.50	£ 4.00	-30.0%
867905	SV CARVED ROAST CHICKEN	120	GRM	£ 2.30	PROVISIONS	859617	G/FARM CHICKEN BREAST SLICES	90	GRM	-33.33%	£ 2.70	£ 3.60	-36.1%
822826	SV COLESLAW	250	GRM	£ 1.50	PROVISIONS	822644	CK COLESLAW	227	GRM	-10.13%	£ 2.39	£ 2.63	-43.0%