

### SuperValu Own Brand v Brand Product Comparison Listing

Prices to be effective in SuperValu stores from 3rd until 16th January 2021

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 Retail	Converted Brand Retail (if size is not identical)	Own Brand Price variation to the Brand
133803	SV PLAIN BAGELS 4PK	4	PK	£ 1.30	BREAD/CAKES	131579	NY PLAIN BAGELS	5	PK	20.00%	£ 1.85	£ 1.48	-12.2%
679079	SV LGE GARLIC & CORRAINDER NAAN 2PK	2	PK	£ 1.10	BREAD/CAKES	810698	CRAIGS NAAN GAR & CORRIANDER	2	PK	0.00%	£ 1.49	£ 1.49	-26.2%
679019	SV LARGE AUTHENTIC NAAN 2PK	2	PK	£ 1.00	BREAD/CAKES	272915	CRAIGS PLAIN NAAN	2	PK	0.00%	£ 1.49	£ 1.49	-32.9%
679059	SV LARGE WRAPS 8PK	8	PK	£ 1.30	BREAD/CAKES	270282	TORTILLA WRAPS PLAIN	6	PK	-33.33%	£ 2.10	£ 2.80	-53.6%
134064	SV ORGANIC STRAWBERRY YOGURT	450	GRM	£ 1.30	DAIRY	135142	GLENISK ORG L/FAT NATURAL YOGURT	500	GRM	10.00%	£ 1.80	£ 1.62	-19.8%
687229	SV WHITE MED CHEDDAR GRATED	200	GRM	£ 1.65	DAIRY	242477	COLERAINE GRATED CHEDDAR MED	200	GRM	0.00%	£ 2.10	£ 2.10	-21.4%
134084	SV WHITE MED CHEDDAR SLICE	200	GRM	£ 1.80	DAIRY	801323	COLERAINE MEDIUM SLICES	160	GRM	-25.00%	£ 1.99	£ 2.49	-27.6%
134070	SV ORGANIC NATURAL YOGURT	500	GRM	£ 1.30	DAIRY	135142	GLENISK ORG L/FAT NATURAL YOGURT	500	GRM	0.00%	£ 1.80	£ 1.80	-27.8%
688489	SV WHITE MED CHEDDAR BLOCK	400	GRM	£ 2.30	DAIRY	153294	COLERAINE MEDIUM CHEDDAR	350	GRM	-14.29%	£ 3.15	£ 3.60	-36.1%
693142	SV CHILLED ORANGE JUICE W/BITS NFC	1	LTR	£ 1.50	DAIRY	830021	TROPICANA ORIGINAL ORANGE PM2.50	0.85	MLS	-17.65%	£ 2.50	£ 2.94	-49.0%
693143	SV CHILLED SMOOTH ORANGE JUICE NFC	1	LTR	£ 1.50	DAIRY	830022	TROPICANA SMOOTH ORANGE PM2.50	0.85	MLS	-17.65%	£ 2.50	£ 2.94	-49.0%
844656	SV ONION RINGS	400	GRM	£ 1.25	FROZEN FOODS	726125	G/ISLE BATTERED ONION RINGS	450	GRM	11.11%	£ 1.60	£ 1.42	-12.1%
727607	SV RIPPLE ICE CREAM	1	LTR	£ 2.50	FROZEN FOODS	726492	D.FARM RIPPLE ICE CREAM TUB	1	LTR	0.00%	£ 2.99	£ 2.99	-16.4%
138136	SV GARDEN PEAS	750	GRM	£ 2.00	FROZEN FOODS	820053	B/EYE GARDEN PEAS	800	GRM	6.25%	£ 2.60	£ 2.44	-17.9%
727615	SV HONEYCOMB ICE CREAM	1	LTR	£ 2.40	FROZEN FOODS	733935	D.FARM HONEYCOMB ICE CREAM TUB	1	LTR	0.00%	£ 2.99	£ 2.99	-19.7%
727608	SV VANILLA ICE CREAM	1	LTR	£ 2.00	FROZEN FOODS	829363	DALE FARM VANILLA ICE CREAM BLOCK	1	LTR	0.00%	£ 2.65	£ 2.65	-24.5%
816584	SV SWEETCORN	500	GRM	£ 1.30	FROZEN FOODS	803722	B/EYE SWEETCORN	690	GRM	27.54%	£ 2.50	£ 1.81	-28.2%
829565	SV VEG STIR FRY	750	GRM	£ 2.00	FROZEN FOODS	834193	G/ISLE LUXURY STIR FRY	580	GRM	-29.31%	£ 2.25	£ 2.91	-31.3%
726387	SV STRAIGHT CUT CHIPS	1.5	KGM	£ 2.00	FROZEN FOODS	726105	G/ISLE STRAIGHT CUT OVEN CHIPS	1.5	KGM	0.00%	£ 3.00	£ 3.00	-33.3%
139865	SV CHOC&NUT CONES 4PK	440	MLS	£ 1.25	FROZEN FOODS	826751	CORNETTO 6PK CLASSICO	540	MLS	18.52%	£ 3.29	£ 2.68	-53.4%
139864	SV STRAW VAN CONES 4PK	440	MLS	£ 1.25	FROZEN FOODS	826752	CORNETTO 6PK STRAWBERRY	540	MLS	18.52%	£ 3.29	£ 2.68	-53.4%
665561	SV SUGAR FREE PEAS	420	GRM	£ 0.70	GROCERY	641100	BATCHELORS BIGGA PEAS	538	GRM	21.93%	£ 0.93	£ 0.73	-3.6%
134497	SV MILK CHOCOLATE RICE CAKES	100	GRM	£ 1.20	GROCERY	680205	KELKIN CHOC COVERED R/CAKE	100	GRM	0.00%	£ 1.29	£ 1.29	-7.0%
248127	SV TUNA IN BRINE 3PK	240	GRM	£ 2.30	GROCERY	789009	J/WEST TUNA CHUNKS BRINE 3PK	240	GRM	0.00%	£ 2.50	£ 2.50	-8.0%
248132	SV TUNA SUNFLOWER OIL 3 PK	240	GRM	£ 2.30	GROCERY	789019	J/WEST TUNA CHUNKS OIL 3PK	240	GRM	0.00%	£ 2.50	£ 2.50	-8.0%
824138	SV BABY WIPES FRAGRANCE FREE	64	PCE	£ 1.00	GROCERY	832605	PAMPERS BABY WIPE	52	PK	-23.08%	£ 0.90	£ 1.11	-9.7%
562429	SV SHORTIES	300	GRM	£ 0.90	GROCERY	829915	MCVITIES SHORTIES PM1.00	300	GRM	0.00%	£ 1.00	£ 1.00	-10.0%
832339	SV JUMBO REFUSE SACKS	10	PCE	£ 1.20	GROCERY	809445	SEAL A PACK REFUSE SACKS	15	PK	33.33%	£ 2.05	£ 1.37	-12.2%
834761	SV ORGANIC ALMOND MILK	1	LTR	£ 1.49	GROCERY	157775	ALPRO ALMOND MILK ORIGINAL	1	LTR	0.00%	£ 1.70	£ 1.70	-12.4%
842991	SV FIRELIGHTERS	60	PK	£ 2.00	GROCERY	154846	SUNNY JIM 80 FOR 60	80	PK	25.00%	£ 3.05	£ 2.29	-12.6%
834356	SV GRANULATED SUGAR	1	KGM	£ 0.69	GROCERY	481941	MCKINNEYS GRANULATED SUGAR	1	KGM	0.00%	£ 0.79	£ 0.79	-12.7%
837380	SV WHOLE BLACK PEPPER GRINDER	50	GRM	£ 2.30	GROCERY	806315	GDF BLACK PEPPER	45	GRM	-11.11%	£ 2.40	£ 2.67	-13.8%
818075	SV CASTER SUGAR	1	KGM	£ 1.29	GROCERY	484648	MCKINNEYS CASTER SUGAR	1	KGM	0.00%	£ 1.50	£ 1.50	-14.0%
409194	SV SWEETCORN	326	GRM	£ 0.70	GROCERY	178217	GREEN GIANT ORIG SWEETCORN	340	GRM	4.12%	£ 0.85	£ 0.82	-14.1%
818074	SV ICING SUGAR	500	GRM	£ 1.00	GROCERY	135483	MCKINNEYS ICING SUGAR	500	GRM	0.00%	£ 1.19	£ 1.19	-16.0%
549415	SV CAT FOOD CHUNK CUTS 6PK	2400	GRM	£ 3.00	GROCERY	803683	CAT CLUB VARIETY GRAVY 6PK	2400	GRM	0.00%	£ 3.65	£ 3.65	-17.8%
139653	SV GREASEPROOF	10	MTR	£ 1.70	GROCERY	832394	BACOFIL G/PROOF PAPER 380X10	10	MTR	0.00%	£ 2.10	£ 2.10	-19.0%
676561	SV SWEETCORN TRIPLE PK	600	GRM	£ 1.70	GROCERY	312751	GREEN GIANT ORIG SWEETCORN 3PK	594	GRM	-1.01%	£ 2.10	£ 2.12	-19.9%

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681356	SV THICK BLEACH ORIGINAL	750	MLS	£ 0.80	GROCERY	687358	DOMESTOS BLEACH REGULAR	750	MLS	0.00%	£ 1.00	£ 1.00	-20.0%
681358	SV THICK BLEACH CITRUS	750	MLS	£ 0.80	GROCERY	687358	DOMESTOS BLEACH REGULAR	750	MLS	0.00%	£ 1.00	£ 1.00	-20.0%
677800	SV RESEALABLE SANDWICH BAGS	25	PK	£ 1.50	GROCERY	696169	BACO ZIP 'N' SEAL FOOD/SANDWICH BAG	25	PK	0.00%	£ 1.90	£ 1.90	-21.1%
149597	SV SPARKLING WATER	500	MLS	£ 0.55	GROCERY	654460	BALLYGOWAN SPARKLING WATER	500	MLS	0.00%	£ 0.70	£ 0.70	-21.4%
614269	SV BAKED BEANS	420	GRM	£ 0.67	GROCERY	219739	HEINZ BEANZ	415	GRM	-1.20%	£ 0.85	£ 0.86	-22.1%
545930	SV SUGAR FREE BEANS	420	GRM	£ 0.67	GROCERY	824949	HEINZ BEANS NO SUGAR ADDED	415	GRM	-1.20%	£ 0.85	£ 0.86	-22.1%
544023	SV LUXURY TOILET TISSUE WHITE	4	PK	£ 1.90	GROCERY	832779	ANDREX WHITE TOILET ROLL PM2.50	4	PK	0.00%	£ 2.50	£ 2.50	-24.0%
138064	SV BOURBON CREAMS	400	GRM	£ 1.00	GROCERY	829908	MCVITIES BOURBON CREAMS PM1.00	300	GRM	-33.33%	£ 1.00	£ 1.33	-25.0%
562319	SV CUSTARD CREAMS	400	GRM	£ 1.00	GROCERY	829913	MCVITIES CUSTARD CREAMS PM1.00	300	GRM	-33.33%	£ 1.00	£ 1.33	-25.0%
493244	SV MINERAL WATER STILL	500	MLS	£ 0.55	GROCERY	638060	RIVER ROCK	500	MLS	0.00%	£ 0.75	£ 0.75	-26.7%
836631	SV PASTA SAUCE ORIGINAL	460	GRM	£ 1.20	GROCERY	700117	DOLMIO ORIGINAL	500	GRM	8.00%	£ 1.79	£ 1.65	-27.1%
544040	SV LUXURY TOILET TISSUE WHITE	9	PK	£ 3.80	GROCERY	611060	ANDREX CLASSIC WHITE	9	PK	0.00%	£ 5.25	£ 5.25	-27.6%
830075	SV GOODNESS WALNUTS	100	GRM	£ 1.30	GROCERY	403316	BUCHANANS SHELLLED WALNUTS	100	GRM	0.00%	£ 1.80	£ 1.80	-27.8%
692613	SV SELECT CHNKS JELLY CATPOUCH 12PK	1200	GRM	£ 3.00	GROCERY	832825	FELIX AGAIL DBL MEAT 12PK PM4.25	1200	GRM	0.00%	£ 4.25	£ 4.25	-29.4%
134499	SV CHOCOLATE CHIP COOKIES	225	GRM	£ 0.70	GROCERY	802469	MERBA AMERICAN CHOC CHIP COOKIE	225	GRM	0.00%	£ 1.00	£ 1.00	-30.0%
817722	SV TUNA CHUNKS IN BRINE 4PK	640	GRM	£ 3.90	GROCERY	149287	PRINCES TUNA CHUNKS IN BRINE 4PK	580	GRM	-10.34%	£ 5.10	£ 5.63	-30.7%
809499	SV FAJITA MEAL KIT	475	GRM	£ 2.10	GROCERY	138025	OLD EL PASO SMOKY FAJITA KIT	500	GRM	5.00%	£ 3.19	£ 3.03	-30.7%
479359	SV NATURAL MINERAL WATER STILL	1	LTR	£ 1.00	GROCERY	281617	BALLYGOWAN SPORTS DRINK STILL	1	LTR	0.00%	£ 1.45	£ 1.45	-31.0%
549406	SV DOG FOOD 6PK CHUNK CUTS	2400	GRM	£ 3.00	GROCERY	335036	PEDIGREE GRAVY LAMB&POULTRY 6PK	2400	GRM	0.00%	£ 4.35	£ 4.35	-31.0%
154792	SV PORRIDGE OATS	1	KGM	£ 1.50	GROCERY	820014	QUAKER OATS	1	KGM	0.00%	£ 2.19	£ 2.19	-31.5%
816709	SV COMPLETE ROAST BEEF&VEG DOGFOOD	2.5	KGM	£ 2.60	GROCERY	622260	BRANDY COMPLETE	2.5	KGM	0.00%	£ 3.80	£ 3.80	-31.6%
145862	SV RICE KRUNCHIES	440	GRM	£ 1.75	GROCERY	826002	KELLOGGS RICE KRISPIES PM2.99	510	GRM	13.73%	£ 2.99	£ 2.58	-32.2%
830076	SV GOODNESS PITTED DATES	300	GRM	£ 1.30	GROCERY	809265	BUCHANANS PITTED DATES	250	GRM	-20.00%	£ 1.60	£ 1.92	-32.3%
844729	SV PEELED PLUM TOMATOES	400	GRM	£ 0.65	GROCERY	282891	NAPOLINA PLUM TOMATOES	400	GRM	0.00%	£ 1.00	£ 1.00	-35.0%
274082	SV VEGETABLE OIL	1	LTR	£ 1.30	GROCERY	697121	CRISP N DRY	1	LTR	0.00%	£ 2.00	£ 2.00	-35.0%
549418	SV CAT FOOD TUNA IN JELLY	400	GRM	£ 0.60	GROCERY	836205	WHISKAS TIN CHICK JELLY PM90P	390	GRM	-2.56%	£ 0.90	£ 0.92	-35.0%
549433	SV CAT FOOD CHICKEN IN JELLY	400	GRM	£ 0.60	GROCERY	836205	WHISKAS TIN CHICK JELLY PM90P	390	GRM	-2.56%	£ 0.90	£ 0.92	-35.0%
660511	SV SPAGHETTI HOOPS	411	GRM	£ 0.50	GROCERY	618180	HEINZ SPAGHETTI	400	GRM	-2.75%	£ 0.75	£ 0.77	-35.1%
844724	SV RED LASAGNE SAUCE	475	GRM	£ 1.20	GROCERY	423005	DOLMIO RED LASAGNE SAUCE	500	GRM	5.00%	£ 1.95	£ 1.85	-35.2%
692610	SV SELECT CHNKS GRAVY CATPOUCH 12PK	1200	GRM	£ 2.75	GROCERY	832825	FELIX AGAIL DBL MEAT 12PK PM4.25	1200	GRM	0.00%	£ 4.25	£ 4.25	-35.3%
844723	SV KORMA MILD	470	GRM	£ 1.25	GROCERY	800732	UNCLE BENS KORMA SAUCE	450	GRM	-4.44%	£ 1.85	£ 1.93	-35.3%
281024	SV CRANBERRY JUICE	1	LTR	£ 1.00	GROCERY	465621	OCEAN SPRAY CRANBERRY JUICE	1	LTR	0.00%	£ 1.55	£ 1.55	-35.5%
274081	SV SUNFLOWER OIL	1	LTR	£ 1.45	GROCERY	696536	FLORA SUNFLOWER OIL	1	LTR	0.00%	£ 2.25	£ 2.25	-35.6%
200279	SV SWEET & SOUR SAUCE	475	GRM	£ 1.25	GROCERY	800725	UNCLE BENS SWEET&SOUR SAUCE	450	GRM	-5.56%	£ 1.85	£ 1.95	-36.0%
824938	SV ORGANIC PORRIDGE	1	KGM	£ 2.00	GROCERY	827305	WHITES ORGANIC JUMBO PORRIDGE	0.75	GRM	-33.33%	£ 2.35	£ 3.13	-36.2%
549410	SV DOG FOOD BEEF & POULTRY	400	GRM	£ 0.50	GROCERY	799708	PEDIGREE ORIGINAL DOG FOOD	400	GRM	0.00%	£ 0.79	£ 0.79	-36.7%
549425	SV DOG FOOD CHICKEN IN JELLY	400	GRM	£ 0.50	GROCERY	799708	PEDIGREE ORIGINAL DOG FOOD	400	GRM	0.00%	£ 0.79	£ 0.79	-36.7%
692618	SV WHEAT BISCUITS	24	PK	£ 1.75	GROCERY	506741	WEETABIX	24	PK	0.00%	£ 2.80	£ 2.80	-37.5%
836629	SV PASTA SAUCE ONION & GARLIC	460	GRM	£ 1.20	GROCERY	697123	DOLMIO EXTRA ONION&GARLIC	500	GRM	8.00%	£ 2.10	£ 1.93	-37.9%
836630	SV SPICY PASTA SAUCE	460	GRM	£ 1.20	GROCERY	700197	DOLMIO EXTRA SPICY	500	GRM	8.00%	£ 2.10	£ 1.93	-37.9%
200309	SV TIKKA MASALA SAUCE	470	GRM	£ 1.20	GROCERY	800731	UNCLE BENS TIKKA MASALA SAUCE	450	GRM	-4.44%	£ 1.85	£ 1.93	-37.9%
133855	SV OATIE BISCUITS	300	GRM	£ 0.80	GROCERY	818754	MCV HOB NOBS PM1.29	300	GRM	0.00%	£ 1.29	£ 1.29	-38.0%

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228205	SV PRUNE JUICE	1	LTR	£ 2.00	GROCERY	537153	SUNSWEET PRUNE JUICE	1	LTR	0.00%	£ 3.25	£ 3.25	-38.5%
844715	SV COMPOSTABLE REFUSE BAGS	15	PK	£ 1.50	GROCERY	830190	KILLEEN COMPOSTABLE BAGS	12	LTR	-25.00%	£ 2.00	£ 2.50	-40.0%
200289	SV MEDIUM CURRY	475	GRM	£ 1.10	GROCERY	800730	UNCLE BENS MEDIUM CURRY SAUCE	440	GRM	-7.95%	£ 1.79	£ 1.93	-43.1%
834971	SV SEA SALT GRINDER	100	GRM	£ 1.50	GROCERY	806314	GDF MEDITERRANEAN SEA SALT	90	GRM	-11.11%	£ 2.40	£ 2.67	-43.8%
817727	SV TUNA CHUNKS IN BRINE	160	GRM	£ 1.30	GROCERY	158894	J/WEST TUNA CHUNKS BRINE	145	GRM	-10.34%	£ 2.10	£ 2.32	-43.9%
817726	SV TUNA CHUNKS IN SUNFLOWER OIL	160	GRM	£ 1.30	GROCERY	158897	J/WEST TUNA CHUNKS OIL	145	GRM	-10.34%	£ 2.10	£ 2.32	-43.9%
829142	SV CHOCO HAZLENUT SPREAD	400	GRM	£ 1.69	GROCERY	777916	NUTELLA	400	GRM	0.00%	£ 3.05	£ 3.05	-44.6%
692885	SV GOLD INSTANT COFFEE	100	GRM	£ 2.00	GROCERY	840082	NESCAFE GOLD BLEND PM3.49	95	GRM	-5.26%	£ 3.49	£ 3.67	-45.6%
132746	SV CORNFLAKES	500	GRM	£ 1.30	GROCERY	826012	KELLOGS CORNFLAKES	450	GRM	-11.11%	£ 2.15	£ 2.39	-45.6%
155104	SV SALTED PEANUTS	200	GRM	£ 1.30	GROCERY	836174	KP ORIGINAL SALTED PEANUTS	250	GRM	20.00%	£ 2.99	£ 2.39	-45.7%
844716	SV CREAM CRACKERS	200	GRM	£ 0.50	GROCERY	832817	JACOBS CREAM CRACKERS PM1.39	300	GRM	33.33%	£ 1.39	£ 0.93	-46.0%
837296	SV FAMILY TOILET ROLL	9	PK	£ 2.65	GROCERY	427889	ANDREX GENTLE CLEAN	9	PK	0.00%	£ 4.95	£ 4.95	-46.5%
157142	SV LASAGNE SAUCE WHITE	455	GRM	£ 1.00	GROCERY	289411	DOLMIO WHITE LASAGNE SAUCE	470	GRM	3.19%	£ 1.95	£ 1.89	-47.0%
549420	SV GOURMET CHICKEN & TURKEY	150	GRM	£ 0.50	GROCERY	836202	CESAR CHICK&TURK PM2FOR1.50	150	GRM	0.00%	£ 0.95	£ 0.95	-47.4%
337263	SV KITCHEN FOIL 300MM	10	MTR	£ 1.50	GROCERY	109311	BACOFIL 300MM	10	MTR	0.00%	£ 2.85	£ 2.85	-47.4%
153735	SV STILL WATER	2	LTR	£ 0.60	GROCERY	206289	BALLYGOWAN STILL WATER	2	LTR	0.00%	£ 1.15	£ 1.15	-47.8%
153736	SV SPARKLING WATER	2	LTR	£ 0.60	GROCERY	206299	BALLYGOWAN SPARKLING WATER	2	LTR	0.00%	£ 1.15	£ 1.15	-47.8%
549254	SV BLACKCURRANT NAS SQUASH	1	LTR	£ 0.85	GROCERY	411041	ROBINSONS NAS SUMMER FRUITS	1	LTR	0.00%	£ 1.65	£ 1.65	-48.5%
549253	SV SUMMER FRUITS NAS SQUASH	1	LTR	£ 0.85	GROCERY	633880	ROBINSONS NAS APPLE & B/CURRANT	1	LTR	0.00%	£ 1.65	£ 1.65	-48.5%
337386	SV NAS ORANGE SQUASH	1	LTR	£ 0.85	GROCERY	633890	ROBINSONS NAS ORANGE & PINEAPPLE	1	LTR	0.00%	£ 1.65	£ 1.65	-48.5%
642670	SV RASPBERRY JAM	454	GRM	£ 1.09	GROCERY	250995	HARTLEYS BEST RASPBERRY	340	GRM	-33.53%	£ 1.60	£ 2.14	-49.0%
745054	SV TABLE SALT	750	GRM	£ 0.45	GROCERY	620650	SAXA SALT POLYBOTTLE PM89P	750	GRM	0.00%	£ 0.89	£ 0.89	-49.4%
256077	SV DIGESTIVES	400	GRM	£ 0.70	GROCERY	838952	MCV DIGESTIVES ORIGINAL PM1.39	400	GRM	0.00%	£ 1.39	£ 1.39	-49.6%
148446	SV CAJUN	45	GRM	£ 1.00	GROCERY	153254	SCHWARTZ PERFECT SHAKE CAJUN	44	GRM	-2.27%	£ 1.95	£ 1.99	-49.9%
478488	SV CHOPPED TOMATOES	400	GRM	£ 0.50	GROCERY	282892	NAPOLINA CHOPPED TOMATOES	400	GRM	0.00%	£ 1.00	£ 1.00	-50.0%
681352	SV LEMON WASHING UP LIQUID	500	MLS	£ 0.80	GROCERY	821708	FAIRY AROMATICS APPLE	520	MLS	3.85%	£ 1.75	£ 1.68	-52.5%
681355	SV APPLE WASHING UP LIQUID	500	MLS	£ 0.80	GROCERY	821708	FAIRY AROMATICS APPLE	520	MLS	3.85%	£ 1.75	£ 1.68	-52.5%
642690	SV STRAWBERRY JAM	454	GRM	£ 1.00	GROCERY	250999	HARTLEYS BEST STRAWBERRY	340	GRM	-33.53%	£ 1.60	£ 2.14	-53.2%
147685	SV RICH TEA BISCUITS	300	GRM	£ 0.65	GROCERY	838940	MCV RICH TEA PM1.39	300	GRM	0.00%	£ 1.39	£ 1.39	-53.2%
148449	SV GARLIC GRANULES	60	GRM	£ 1.00	GROCERY	404759	SCHWARTZ GARLIC GRANULES JAR	47	GRM	-27.66%	£ 1.70	£ 2.17	-53.9%
155101	SV DRY ROASTED PEANUTS	200	GRM	£ 1.30	GROCERY	836177	KP DRY ROASTED PEANUTS	250	GRM	20.00%	£ 3.69	£ 2.95	-56.0%
692452	SV EXPRESS RICE LONG GRAIN	250	GRM	£ 0.70	GROCERY	166612	UNCLE BENS LONG GRAIN EXPRESS RICE	250	GRM	0.00%	£ 1.69	£ 1.69	-58.6%
692468	SV EXPRESS RICE EGG FRIED	250	GRM	£ 0.70	GROCERY	241982	UNCLE BENS EGG FRIED EXPRESS RICE	250	GRM	0.00%	£ 1.69	£ 1.69	-58.6%
692467	SV EXPRESS RICE BASMATI	250	GRM	£ 0.70	GROCERY	241984	UNCLE BENS BASMATI EXPRESS RICE	250	GRM	0.00%	£ 1.69	£ 1.69	-58.6%
148443	SV WHOLE BLACK PEPPERCORNS	45	GRM	£ 1.25	GROCERY	776968	GDF 4 SEASONS PEPPERCORN	35	GRM	-28.57%	£ 2.40	£ 3.09	-59.5%
545422	SV MILK CHOC DIGESTIVES	300	GRM	£ 0.75	GROCERY	836143	MCV MILK CHOC DIGESTIVES PM1.65	266	GRM	-12.78%	£ 1.65	£ 1.86	-59.7%
821705	SV KETCHUP	470	GRM	£ 0.90	GROCERY	427057	HEINZ TOMATO KETCHUP TOP DOWN	460	GRM	-2.17%	£ 2.20	£ 2.25	-60.0%
136081	SV TONIC WATER	1	LTR	£ 0.60	GROCERY	638700	SCHWEPES TONIC WATER	1	LTR	0.00%	£ 1.50	£ 1.50	-60.0%
136078	SV SODA WATER	1	LTR	£ 0.60	GROCERY	638710	SCHWEPES SODA WATER	1	LTR	0.00%	£ 1.50	£ 1.50	-60.0%
136077	SV LOW CALORIE TONIC WATER	1	LTR	£ 0.60	GROCERY	638740	SCHWEPES SLIMLINE TONIC	1	LTR	0.00%	£ 1.50	£ 1.50	-60.0%
136082	SV GINGER ALE	1	LTR	£ 0.60	GROCERY	638750	SCHWEPES GINGER ALE	1	LTR	0.00%	£ 1.50	£ 1.50	-60.0%
138060	SV GINGERNUTS	300	GRM	£ 0.60	GROCERY	818752	MCV GINGER NUTS PM1.29	250	GRM	-20.00%	£ 1.29	£ 1.55	-61.2%

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 Retail	Converted Brand Retail (if size is not identical)	Own Brand Price variation to the Brand
136005	SV ULTRA KITCHEN TOWEL	2	PK	£ 1.75	GROCERY	822966	PLENTY THE ORIGINAL ONE	2	PK	0.00%	£ 4.60	£ 4.60	-62.0%
642550	SV THICK CUT MARMALADE	454	GRM	£ 0.80	GROCERY	624530	FRUITFIELD IRISH COARSE MARMALADE	454	GRM	0.00%	£ 2.35	£ 2.35	-66.0%
148452	SV MIXED HERBS	12	GRM	£ 0.75	GROCERY	404751	SCHWARTZ MIXED HERBS JAR	9	GRM	-33.33%	£ 1.85	£ 2.47	-69.6%
157309	SV ROAST CHICKEN PIECES	250	GRM	£ 2.70	PROVISIONS	136461	MP F/GRILLED CHUNKY CKN	200	GRM	-25.00%	£ 2.75	£ 3.44	-21.5%
310236	SV JUMBO SAUSAGE ROLLS 5PK	400	GRM	£ 2.50	PROVISIONS	146759	MCCOLGANS 4 JUMBO SAUSAGE ROLLS	320	GRM	-25.00%	£ 2.90	£ 3.63	-31.0%
310222	SV COCKTAIL SAUSAGE ROLLS 20PK	360	GRM	£ 2.50	PROVISIONS	146761	MCCOLGANS 16 COCKTAIL SAUSAGE ROLLS	288	GRM	-25.00%	£ 2.90	£ 3.63	-31.0%