

SuperValu Own Brand v Brand Product Comparison Listing

Prices to be effective in SuperValu stores from 30th March to 18th April 2026

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
148061	SV BUTTER	454	GRM	£ 4.45	DAIRY	773209	GOLDEN COW BUTTER	500	GRM	9.20%	£ 5.55	£ 5.04	-11.7%
853353	SV GREEK FETA CHEESE	200	GRM	£ 2.55	DAIRY	851843	SOL GREEK FETA	200	GRM	0.00%	£ 2.89	£ 2.89	-11.8%
871568	SV S/BERRY PROTEIN POUCH YOG	160	GRM	£ 1.40	DAIRY	860973	GLENILEN KEFIR PRO POUCH S/BERRY	160	GRM	0.00%	£ 1.70	£ 1.70	-17.6%
875501	SV MANGO PROTEIN POUCH	160	GRM	£ 1.40	DAIRY	860974	GLENILEN KEFIR PRO POUCH MANGO	160	GRM	0.00%	£ 1.70	£ 1.70	-17.6%
854934	SV WHITE MATURE CHEDDAR SLICE	200	GRM	£ 2.30	DAIRY	801321	COLERAINE MATURE SLICES	160	GRM	-25.00%	£ 2.25	£ 2.81	-18.2%
854931	SV WHITE MATURE CHEDDAR GRATED	180	GRM	£ 2.10	DAIRY	542553	COLERAINE MATURE GRATED CHEESE	200	GRM	10.00%	£ 3.00	£ 2.70	-22.2%
862297	SV GRATED PARMIGIANO REGGIANO	70	GRM	£ 2.65	DAIRY	863130	PARMIGIANO REGGIANO FRESHLY GRATED	70	GRM	0.00%	£ 3.45	£ 3.45	-23.2%
688489	SV WHITE MED CHEDDAR BLOCK	400	GRM	£ 3.85	DAIRY	153294	COLERAINE MEDIUM CHEDDAR	350	GRM	-14.29%	£ 4.40	£ 5.03	-23.4%
687229	SV WHITE MED CHEDDAR GRATED	200	GRM	£ 2.20	DAIRY	242477	COLERAINE GRATED CHEDDAR MED	200	GRM	0.00%	£ 2.90	£ 2.90	-24.1%
693143	SV CHILLED SMOOTH ORANGE JUICE NFC	1	LTR	£ 2.55	DAIRY	871871	TROPICANA SMOOTH PMP	0.85	MLS	-17.65%	£ 2.95	£ 3.47	-26.5%
693142	SV CHILLED ORANGE JUICE W/BITS NFC	1	LTR	£ 2.55	DAIRY	871872	TROPICANA ORIGINAL PMP	0.85	MLS	-17.65%	£ 2.95	£ 3.47	-26.5%
864470	SV PARMIGIANO REGGIANO SHAVINGS	100	GRM	£ 2.70	DAIRY	681764	CASTELLI PARMIGIANO REGGIANO	125	GRM	20.00%	£ 4.90	£ 3.92	-31.1%
864468	SV PARMIGIANO REGGIANO WEDGE	150	GRM	£ 4.00	DAIRY	681764	CASTELLI PARMIGIANO REGGIANO	125	GRM	-20.00%	£ 4.90	£ 5.88	-32.0%
860524	SV YOGURT DRINK STRAWBERRY 8PK	800	GRM	£ 2.39	DAIRY	164090	ACTIMEL MULTIFRUIT DRINK 8PK	800	GRM	0.00%	£ 4.60	£ 4.60	-48.0%
844656	SV ONION RINGS	400	GRM	£ 2.00	FROZEN FOODS	726125	GREEN ISLE BATTERED ONION RINGS	450	GRM	11.11%	£ 2.55	£ 2.27	-11.8%
854137	SV BREADED HADDOCK FILLETS	450	GRM	£ 5.50	FROZEN FOODS	845761	DC BREADED HADDOCK	400	GRM	-12.50%	£ 5.60	£ 6.30	-12.7%
727608	SV VANILLA ICE CREAM	1	LTR	£ 3.20	FROZEN FOODS	829363	DALE FARM VANILLA ICE CREAM BLOCK	1	LTR	0.00%	£ 3.85	£ 3.85	-16.9%
875252	SV VANILLA ICE CREAM	1	LTR	£ 3.20	FROZEN FOODS	829363	DALE FARM VANILLA ICE CREAM BLOCK	1	LTR	0.00%	£ 3.85	£ 3.85	-16.9%
726387	SV STRAIGHT CUT CHIPS	1.5	KGM	£ 3.40	FROZEN FOODS	726105	GREEN ISLE STRAIGHT CUT OVEN CHIPS	1.3	KGM	-15.38%	£ 3.70	£ 4.27	-20.4%
854224	SV FROZEN MIXED BERRIES	340	GRM	£ 2.25	FROZEN FOODS	832873	GREEN ISLE MIXED BERRIES	375	GRM	9.33%	£ 3.35	£ 3.04	-25.9%
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%
816586	SV BROCCOLI	500	GRM	£ 1.85	FROZEN FOODS	829062	GROWERS PRIDE BROCCOLI FLORETS	450	GRM	-11.11%	£ 2.65	£ 2.94	-37.2%
726384	SV SPICY WEDGES	750	GRM	£ 2.15	FROZEN FOODS	726141	GREEN ISLE SPICY WEDGES	600	GRM	-25.00%	£ 2.80	£ 3.50	-38.6%
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%
875253	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%
875251	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%
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%
854229	SV FROZEN STRAWBERRIES	340	GRM	£ 1.85	FROZEN FOODS	832870	GREEN ISLE STRAWBERRIES	340	GRM	0.00%	£ 3.35	£ 3.35	-44.8%
816585	SV COUNTRY MIXED VEGETABLES	500	GRM	£ 1.40	FROZEN FOODS	848763	B/EYE COUNTRY MIXED VEG	640	GRM	21.88%	£ 3.60	£ 2.81	-50.2%
816583	SV BRUSSEL SPROUTS	600	GRM	£ 1.49	FROZEN FOODS	829068	GROWERS PRIDE BRUSSELS SPROUTS	450	GRM	-33.33%	£ 2.30	£ 3.07	-51.4%
816584	SV SWEETCORN	500	GRM	£ 1.40	FROZEN FOODS	859019	BIRDS EYE SWEETCORN	640	GRM	21.88%	£ 3.70	£ 2.89	-51.6%
816587	SV CAULIFLOWER	600	GRM	£ 1.50	FROZEN FOODS	829053	GROWERS PRIDE CAULIFLOWER	450	GRM	-33.33%	£ 2.45	£ 3.27	-54.1%
838973	SV PETIT POIS	450	GRM	£ 1.15	FROZEN FOODS	840741	B/EYE PETITS POIS	545	GRM	17.43%	£ 3.45	£ 2.85	-59.6%
818075	SV CASTER SUGAR	1	KGM	£ 2.20	GROCERY	484648	MCKINNEYS CASTER SUGAR	1	KGM	0.00%	£ 2.45	£ 2.45	-10.2%
692452	SV EXPRESS RICE LONG GRAIN	250	GRM	£ 0.95	GROCERY	856858	BENS ORIGINAL LONG GRAIN RTH	220	GRM	-13.64%	£ 0.95	£ 1.08	-12.0%
692467	SV EXPRESS RICE BASMATI	250	GRM	£ 0.95	GROCERY	856859	BENS ORIGINAL BASMATI RTH	220	GRM	-13.64%	£ 0.95	£ 1.08	-12.0%
148912	SV NUTTY NOUGAT BARS 6PK	216	GRM	£ 2.35	GROCERY	872089	SNICKERS SNACKSIZE 8PK	284	GRM	23.94%	£ 3.55	£ 2.70	-13.0%
148914	SV SMOOTH CARAMEL BAR 6PK	216	GRM	£ 2.35	GROCERY	872090	MARS SNACKSIZE 8PK	284	GRM	23.94%	£ 3.55	£ 2.70	-13.0%

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834356	SV GRANULATED SUGAR	1	KGM	£ 1.30	GROCERY	481941	MCKINNEYS GRANULATED SUGAR	1	KGM	0.00%	£ 1.50	£ 1.50	-13.3%
692885	SV GOLD INSTANT COFFEE	100	GRM	£ 3.00	GROCERY	849820	JACOBS GOLD ROAST COFFEE	100	GRM	0.00%	£ 3.50	£ 3.50	-14.3%
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%
147655	SV REAL MAYONNAISE SQUEEZY	425	MLS	£ 1.95	GROCERY	148643	HELLMANN'S MAYO SQUEEZY	430	MLS	1.16%	£ 2.40	£ 2.37	-17.8%
864547	SV SQUEEZY LIGHT MAYONNAISE	425	MLS	£ 1.95	GROCERY	148643	HELLMANN'S MAYO SQUEEZY	430	MLS	1.16%	£ 2.40	£ 2.37	-17.8%
853659	SV MILK CHOC CARAMEL WAFERS 8PK	224	GRM	£ 2.25	GROCERY	655387	TUNNOCK'S CARAMEL WAFERS 8PK	240	GRM	6.67%	£ 2.95	£ 2.75	-18.3%
818074	SV ICING SUGAR	500	GRM	£ 1.30	GROCERY	135483	MCKINNEYS ICING SUGAR	500	GRM	0.00%	£ 1.60	£ 1.60	-18.8%
281024	SV CRANBERRY JUICE	1	LTR	£ 1.50	GROCERY	465621	OCEAN SPRAY CRANBERRY JUICE	1	LTR	0.00%	£ 1.90	£ 1.90	-21.1%
848856	SV PINK/WHITE MINI MARSHMALLOWS	100	GRM	£ 1.25	GROCERY	876221	MR MALLOW P&W MINI MARSHMALLOWS	150	GRM	33.33%	£ 2.40	£ 1.60	-21.9%
864553	SV LIGHT SOY SAUCE	150	MLS	£ 1.25	GROCERY	392865	AMOY SOY SAUCE LIGHT	150	MLS	0.00%	£ 1.65	£ 1.65	-24.2%
544040	SV LUXURY TOILET TISSUE WHITE	9	PK	£ 4.50	GROCERY	848879	ANDREX COMPLETE CLEAN	9	PK	0.00%	£ 5.95	£ 5.95	-24.4%
860141	SV SQUEEZY HONEY	340	GRM	£ 2.25	GROCERY	814828	ROWSE CLEAR HONEY SQUEEZY	340	GRM	0.00%	£ 3.00	£ 3.00	-25.0%
549405	SV DOG FOOD 12PK	4800	GRM	£ 8.75	GROCERY	534774	BRANDY VARIETY TRAD LOAF 12 PK	4740	GRM	-1.27%	£ 11.75	£ 11.90	-26.5%
837887	SV QUILTED TOILET TISSUE	18	PK	£ 7.50	GROCERY	856150	KITTENSOFTE QUILTED DREAMS	16	PK	-12.50%	£ 9.10	£ 10.24	-26.7%
549415	SV CAT FOOD CHUNK CUTS 6PK	2400	GRM	£ 4.75	GROCERY	803683	CAT CLUB VARIETY GRAVY 6PK	2400	GRM	0.00%	£ 6.55	£ 6.55	-27.5%
836629	SV PASTA SAUCE ONION & GARLIC	460	GRM	£ 1.89	GROCERY	867280	DOLMIO ONION & GARLIC SAUCE	450	GRM	-2.22%	£ 2.60	£ 2.66	-28.9%
836630	SV SPICY PASTA SAUCE	460	GRM	£ 1.89	GROCERY	867281	DOLMIO SPICY CHILLI BOLOGNESE	450	GRM	-2.22%	£ 2.60	£ 2.66	-28.9%
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%
817091	SV KIDNEY BEANS	400	GRM	£ 0.95	GROCERY	830165	NAPOLINA RED KIDNEY BEANS	400	GRM	0.00%	£ 1.35	£ 1.35	-29.6%
844723	SV KORMA MILD	470	GRM	£ 1.89	GROCERY	846654	BENS ORIGINAL KORMA SAUCE	450	GRM	-4.44%	£ 2.60	£ 2.72	-30.4%
200309	SV TIKKA MASALA SAUCE	470	GRM	£ 1.89	GROCERY	846656	BENS ORIGINAL TIKKA MASALA SAUCE	450	GRM	-4.44%	£ 2.60	£ 2.72	-30.4%
148911	SV CRUNC BISCUITS&CAR BAR 5PK	210	GRM	£ 2.35	GROCERY	867284	TWIX BISCUIT 9PK	180	GRM	-16.67%	£ 2.90	£ 3.38	-30.5%
844715	SV COMPOSTABLE REFUSE BAGS	15	PK	£ 1.60	GROCERY	830190	KILLEEN COMPOSTABLE BAGS	14	PK	-7.14%	£ 2.15	£ 2.30	-30.5%
692610	SV GRAVY CAT POUCH 12PK	1200	GRM	£ 3.25	GROCERY	864921	FELIX OG MIXED SLN PM3.99	1020	GRM	-17.65%	£ 3.99	£ 4.69	-30.8%
692613	SV JELLY CAT POUCH 12PK	1200	GRM	£ 3.25	GROCERY	864921	FELIX OG MIXED SLN PM3.99	1020	GRM	-17.65%	£ 3.99	£ 4.69	-30.8%
335189	SV BABY CARROTS JAR	340	GRM	£ 1.00	GROCERY	848751	DAUCY CARROTS IN WATER	400	GRM	15.00%	£ 1.70	£ 1.45	-30.8%
200279	SV SWEET & SOUR SAUCE	475	GRM	£ 1.89	GROCERY	846659	BENS ORIGINAL SWEET & SOUR SAUCE	450	GRM	-5.56%	£ 2.60	£ 2.74	-31.1%
809499	SV FAJITA MEAL KIT	475	GRM	£ 2.50	GROCERY	138025	OLD EL PASO SMOKY FAJITA KIT	500	GRM	5.00%	£ 3.90	£ 3.71	-32.5%
200289	SV MEDIUM CURRY	475	GRM	£ 1.89	GROCERY	846655	BENS ORIGINAL MEDIUM CURRY SAUCE	440	GRM	-7.95%	£ 2.60	£ 2.81	-32.7%
805541	SV QUICK OATS	500	GRM	£ 2.00	GROCERY	688232	FLAHAVANS MICRO QUICK OATS DRUM	500	GRM	0.00%	£ 3.05	£ 3.05	-34.4%
549406	SV DOG FOOD 6PK CHUNK CUTS	2400	GRM	£ 4.55	GROCERY	335036	PEDIGREE GRAVY LAMB&PLTY 6PK	2400	GRM	0.00%	£ 6.95	£ 6.95	-34.5%
157142	SV LASAGNE SAUCE WHITE	455	GRM	£ 1.75	GROCERY	867271	DOLMIO WHITE LASAGNE SAUCE	440	GRM	-3.41%	£ 2.60	£ 2.69	-34.9%
860149	SV OAT BARISTA DRINK	1	LTR	£ 1.45	GROCERY	856914	ALPRO OAT BARISTA	1	LTR	0.00%	£ 2.25	£ 2.25	-35.6%
409194	SV SWEETCORN	326	GRM	£ 0.95	GROCERY	178217	GREEN GIANT SWEETCORN	340	GRM	4.12%	£ 1.55	£ 1.49	-36.1%
844724	SV RED LASAGNE SAUCE	475	GRM	£ 1.75	GROCERY	867272	DOLMIO RED LASAGNE SAUCE	450	GRM	-5.56%	£ 2.60	£ 2.74	-36.2%
874653	SV CHOCO KRUNCHIES	500	GRM	£ 2.80	GROCERY	874349	KELLOGGS COCO POPS PM3.69	420	GRM	-19.05%	£ 3.69	£ 4.39	-36.3%
817722	SV TUNA CHUNKS IN BRINE 4PK	580	GRM	£ 3.50	GROCERY	834177	(W) J/WEST TUNA CHUNKS BRINE 4PK	580	GRM	0.00%	£ 5.50	£ 5.50	-36.4%
864563	SV TUNA CHUNKS IN S/OIL 4PK	580	GRM	£ 3.50	GROCERY	834178	(W) J/WEST TUNA CHUNKS OIL 4PK	580	GRM	0.00%	£ 5.50	£ 5.50	-36.4%
860153	SV UNSWEETENED ALMOND DRINK	1	LTR	£ 1.45	GROCERY	157774	ALPRO ALMOND MILK UNSWEETENED	1	LTR	0.00%	£ 2.30	£ 2.30	-37.0%
860148	SV UNSWEETENED OAT DRINK	1	LTR	£ 1.45	GROCERY	844101	ALPRO OAT MILK UNSWEETENED	1	LTR	0.00%	£ 2.30	£ 2.30	-37.0%
147686	SV MILK CHOC FINGERS 8PK	172	GRM	£ 1.95	GROCERY	874081	KITKAT 2F MILK CHOC 8PK	165.6	GRM	-3.86%	£ 3.00	£ 3.12	-37.4%
864552	SV DARK SOY SAUCE	150	MLS	£ 1.25	GROCERY	392864	AMOY SOY SAUCE DARK	150	MLS	0.00%	£ 2.00	£ 2.00	-37.5%
860174	SV GOLD TEA BAGS 80S	232	GRM	£ 2.00	GROCERY	633200	PUNJANA TEA BAGS 80PK	250	GRM	7.20%	£ 3.45	£ 3.20	-37.5%
274082	SV VEGETABLE OIL	1	LTR	£ 2.20	GROCERY	697121	CRISP N DRY	1	LTR	0.00%	£ 3.60	£ 3.60	-38.9%

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872328	SV SOFT TOILET TISSUE	6	PK	£ 2.50	GROCERY	427889	ANDREX FAMILY SOFT	9	PK	33.33%	£ 6.25	£ 4.17	-40.0%
642670	SV RASPBERRY JAM	454	GRM	£ 1.50	GROCERY	250995	HARTLEYS BEST RASPBERRY	340	GRM	-33.53%	£ 1.90	£ 2.54	-40.9%
642680	SV BLACKCURRANT JAM	454	GRM	£ 1.50	GROCERY	250996	HARTLEYS BEST BLACKCURRANT	340	GRM	-33.53%	£ 1.90	£ 2.54	-40.9%
642690	SV STRAWBERRY JAM	454	GRM	£ 1.50	GROCERY	250999	HARTLEYS BEST STRAWBERRY	340	GRM	-33.53%	£ 1.90	£ 2.54	-40.9%
869281	SV MILK CHOC DIGESTIVES	300	GRM	£ 1.50	GROCERY	871281	MCV MILK CHOC DIGS PM2.25	266	GRM	-12.78%	£ 2.25	£ 2.54	-40.9%
800917	SV CHOC WAFER FINGER BARS 9PK	172.8	GRM	£ 1.85	GROCERY	874081	KITKAT 2F MILK CHOC 8PK	165.6	GRM	-4.35%	£ 3.00	£ 3.13	-40.9%
860165	SV FAJITA MIX	28	GRM	£ 0.70	GROCERY	423281	OLD EL PASO FAJITA MIX	35	GRM	20.00%	£ 1.50	£ 1.20	-41.7%
860173	SV RAISIN & ALMOND GRANOLA	500	GRM	£ 2.80	GROCERY	840878	WHITES GRANOLA NUT/HONEY/ALM	450	GRM	-11.11%	£ 4.35	£ 4.83	-42.1%
614269	SV BAKED BEANS	420	GRM	£ 0.85	GROCERY	219739	HEINZ BEANZ	415	GRM	-1.20%	£ 1.45	£ 1.47	-42.1%
692468	SV EXPRESS RICE EGG FRIED	250	GRM	£ 0.95	GROCERY	846646	BENS ORIGINAL EGG FRIED RICE	220	GRM	-13.64%	£ 1.45	£ 1.65	-42.3%
864546	SV EXPRESS MEXICAN RICE	250	GRM	£ 0.95	GROCERY	846648	BENS ORIGINAL MEXICAN RICE	220	GRM	-13.64%	£ 1.45	£ 1.65	-42.3%
860164	SV BAKED BEANS 4 PACK	1680	GRM	£ 2.80	GROCERY	400921	HEINZ BEANZ 4PK	1660	GRM	-1.20%	£ 4.80	£ 4.86	-42.4%
844729	SV PEELED PLUM TOMATOES	400	GRM	£ 0.69	GROCERY	282891	NAPOLINA PLUM TOMATOES	400	GRM	0.00%	£ 1.20	£ 1.20	-42.5%
864549	SV TACO MAYONNAISE	425	MLS	£ 2.25	GROCERY	159092	TASTE OF GOODNESS TACO SAUCE	450	MLS	5.56%	£ 4.15	£ 3.92	-42.6%
870007	SV NAS DBL STRENGTH ORANGE	1	LTR	£ 2.00	GROCERY	139871	ROBINSONS DOUBLE CONC ORANGE NAS	1	LTR	0.00%	£ 3.50	£ 3.50	-42.9%
870009	SV NAS DBL STRENGTH SUMMER FRTS	1	LTR	£ 2.00	GROCERY	829493	ROBINSONS DOUBLE CONC APPLE & B/CUR	1	LTR	0.00%	£ 3.50	£ 3.50	-42.9%
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%
692628	SV WHEAT BISCUITS	960	GRM	£ 3.50	GROCERY	780058	WEETABIX 48PK	860	GRM	-11.63%	£ 5.50	£ 6.14	-43.0%
864569	SV BREAKFAST MILK BISCUITS	300	GRM	£ 1.55	GROCERY	863656	BELVITA MILK & CEREALS	225	GRM	-33.33%	£ 2.05	£ 2.73	-43.3%
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%
248127	SV TUNA IN BRINE 3PK	240	GRM	£ 1.80	GROCERY	789009	J/WEST TUNA CHUNKS BRINE 3PK	240	GRM	0.00%	£ 3.20	£ 3.20	-43.8%
248132	SV TUNA SUNFLOWER OIL 3 PK	240	GRM	£ 1.80	GROCERY	789019	J/WEST TUNA CHUNKS OIL 3PK	240	GRM	0.00%	£ 3.20	£ 3.20	-43.8%
854637	SV RICH TEA BISCUITS	300	GRM	£ 1.10	GROCERY	871123	MCVITIES RICH TEA PM1.99	300	GRM	0.00%	£ 1.99	£ 1.99	-44.7%
853667	SV FRAGRANCED BABY WIPES	64	PK	£ 0.85	GROCERY	832605	PAMPERS BABY WIPE	52	PK	-23.08%	£ 1.25	£ 1.54	-44.8%
863016	SV CRUNCHY PEANUT BUTTER	340	GRM	£ 1.75	GROCERY	869192	SUNPAT CRUNCHY PEANUT BUTTER	300	GRM	-13.33%	£ 2.80	£ 3.17	-44.9%
863017	SV SMOOTH PEANUT BUTTER	340	GRM	£ 1.75	GROCERY	869193	SUNPAT SMOOTH PEANUT BUTTER	300	GRM	-13.33%	£ 2.80	£ 3.17	-44.9%
853665	SV TAGLIATELLE NESTS	500	GRM	£ 1.10	GROCERY	710787	ROMA TAGLIATELLE NESTS	375	GRM	-33.33%	£ 1.50	£ 2.00	-45.0%
864564	SV HONEYNUT CORNFLAKES	500	GRM	£ 2.20	GROCERY	874351	KELLOGGS CRUNCHY NUT PM3.69	460	GRM	-8.70%	£ 3.69	£ 4.01	-45.1%
138060	SV GINGER NUTS	300	GRM	£ 1.10	GROCERY	871120	MCVITIES GINGER NUTS PM1.69	250	GRM	-20.00%	£ 1.69	£ 2.03	-45.8%
824931	SV GF PORRIDGE OATS	500	GRM	£ 2.10	GROCERY	817846	QUAKER GLUTEN FREE OATS	510	GRM	1.96%	£ 3.95	£ 3.87	-45.8%
848858	SV INSTANT RICH ROAST COFFEE	100	GRM	£ 2.29	GROCERY	864216	KENCO RICH	100	GRM	0.00%	£ 4.24	£ 4.24	-46.0%
860158	SV RAPESEED OIL	500	MLS	£ 3.20	GROCERY	808888	LAKESHORE RAPESEED OIL	500	MLS	0.00%	£ 5.95	£ 5.95	-46.2%
864824	SV CORNFLOUR	500	GRM	£ 1.20	GROCERY	642540	B&P CORNFLOUR	500	GRM	0.00%	£ 2.25	£ 2.25	-46.7%
478488	SV CHOPPED TOMATOES	400	GRM	£ 0.69	GROCERY	831191	ROMA CHOPPED TOMATOES	400	GRM	0.00%	£ 1.30	£ 1.30	-46.9%
145862	SV RICE KRUNCHIES	440	GRM	£ 2.00	GROCERY	874354	KELLOGGS RICE KRISPIES PM3.69	430	GRM	-2.33%	£ 3.69	£ 3.78	-47.0%
154790	SV SPECIAL FLAKES	500	GRM	£ 2.10	GROCERY	874355	KELLOGGS SPECIAL K PM3.49	440	GRM	-13.64%	£ 3.49	£ 3.97	-47.0%
335002	SV SEVILLE MARMALADE	454	GRM	£ 1.00	GROCERY	849701	ROBERTSONS GOLDEN SHRED MARMALADE	454	GRM	0.00%	£ 1.90	£ 1.90	-47.4%
660511	SV SPAGHETTI HOOPS	411	GRM	£ 0.69	GROCERY	618190	HEINZ SPAGHETTI HOOPS	400	GRM	-2.75%	£ 1.30	£ 1.34	-48.3%
803771	SV WHOLEWHEAT PENNE	500	GRM	£ 1.00	GROCERY	831217	ROMA WHOLEWHEAT PENNE	500	GRM	0.00%	£ 1.95	£ 1.95	-48.7%
817727	SV TUNA CHUNKS IN BRINE	145	GRM	£ 1.30	GROCERY	158894	J/WEST TUNA CHUNKS BRINE	145	GRM	0.00%	£ 2.60	£ 2.60	-50.0%
864577	SV TUNA CHUNKS IN SPRING WATER	145	GRM	£ 1.30	GROCERY	158894	J/WEST TUNA CHUNKS BRINE	145	GRM	0.00%	£ 2.60	£ 2.60	-50.0%
817726	SV TUNA CHUNKS IN SUNFLOWER OIL	145	GRM	£ 1.30	GROCERY	158897	J/WEST TUNA CHUNKS OIL	145	GRM	0.00%	£ 2.60	£ 2.60	-50.0%

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
745054	SV TABLE SALT	750	GRM	£ 1.00	GROCERY	620650	SAXA TABLE SALT	750	GRM	0.00%	£ 2.00	£ 2.00	-50.0%
256077	SV DIGESTIVES	400	GRM	£ 1.10	GROCERY	871124	MCVITIES ORIG DIGS PM1.99	360	GRM	-11.11%	£ 1.99	£ 2.21	-50.3%
692618	SV WHEAT BISCUITS	480	GRM	£ 2.30	GROCERY	867695	WEETABIX 24PK	430	GRM	-11.63%	£ 4.20	£ 4.69	-50.9%
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%
869524	SV NON CLUMPING CAT LITTER	5	LTR	£ 2.25	GROCERY	857029	CATSAN HYGIENE CAT LITTER	5	LTR	0.00%	£ 4.90	£ 4.90	-54.1%
337263	SV KITCHEN FOIL 290MM	10	MTR	£ 1.95	GROCERY	109311	BACOFIL 300MM	10	MTR	0.00%	£ 4.25	£ 4.25	-54.1%
864551	SV GRAVY MIX	160	GRM	£ 1.15	GROCERY	846936	BISTO BEEF GRAVY GRANULES	190	GRM	15.79%	£ 3.00	£ 2.53	-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%
545927	SV CORNFLAKES	500	GRM	£ 1.75	GROCERY	874350	KELLOGGS CORNFLAKES PM3.49	450	GRM	-11.11%	£ 3.49	£ 3.88	-54.9%
829142	SV CHOCO HAZLENUT SPREAD	400	GRM	£ 2.50	GROCERY	841631	NUTELLA	350	GRM	-14.29%	£ 4.95	£ 5.66	-55.8%
857268	SV BROWNIE MIX	400	GRM	£ 1.70	GROCERY	836141	CADBURY CHOCOLATE BROWNIE MIX	350	GRM	-14.29%	£ 3.45	£ 3.94	-56.9%
860147	SV READY TO SERVE CUSTARD	500	GRM	£ 1.00	GROCERY	848387	AMBROSIA CUSTARD	500	GRM	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%
856687	SV MILK CHOCOLATE RICE CAKES	100	GRM	£ 1.35	GROCERY	680205	KELKIN CHOC COVERED R/CAKE	100	GRM	0.00%	£ 3.20	£ 3.20	-57.8%
864543	SV CURRY MIX	250	GRM	£ 2.50	GROCERY	856405	MCDONNELLS ORIGINAL CURRY TUB	200	GRM	-25.00%	£ 4.75	£ 5.94	-57.9%
478497	SV WILD RED SALMON	213	GRM	£ 2.30	GROCERY	777085	J/WEST WILD RED SALMON	213	GRM	0.00%	£ 5.50	£ 5.50	-58.2%
860175	SV ITALIAN COFFEE BEANS	200	GRM	£ 2.50	GROCERY	154017	LAVAZZA ROSSA	250	GRM	20.00%	£ 7.50	£ 6.00	-58.3%
854051	SV YOGURT RICE CAKES	100	GRM	£ 1.35	GROCERY	807519	KELKIN TRIPLE BERRY RICE CAKES	100	GRM	0.00%	£ 3.25	£ 3.25	-58.5%
134499	SV CHOCOLATE CHIP COOKIES	225	GRM	£ 1.35	GROCERY	848129	FOXS MILK CHOC COOKIES	180	GRM	-25.00%	£ 2.60	£ 3.25	-58.5%
821545	SV MEDIUM RESEAL FREEZER BAGS	20	PK	£ 1.50	GROCERY	845612	BACOFIL SAFELOC BAG SMALL	20	PK	0.00%	£ 3.75	£ 3.75	-60.0%
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%
860156	SV GREEN PESTO	190	GRM	£ 1.50	GROCERY	135015	SACLA BASIL PESTO PASTAGUSTO	190	GRM	0.00%	£ 3.85	£ 3.85	-61.0%
860157	SV RED PESTO	190	GRM	£ 1.50	GROCERY	135016	SACLA SUNDRIED TOMATO PESTO	190	GRM	0.00%	£ 3.85	£ 3.85	-61.0%
864544	SV MEDIUM EGG NOODLES	250	GRM	£ 1.15	GROCERY	863458	SHARWOODS MEDIUM EGG NOODLES	226	GRM	-10.62%	£ 2.70	£ 2.99	-61.5%
549254	SV BLACKCURRANT NAS SQUASH	1	LTR	£ 1.00	GROCERY	411041	ROBINSONS NAS SUMMER FRUITS	1	LTR	0.00%	£ 2.65	£ 2.65	-62.3%
853469	SV MULTISURFACE BLEACH CLEANER	750	MLS	£ 1.00	GROCERY	860051	DOMESTOS SPRAY BLEACH	700	MLS	-7.14%	£ 2.50	£ 2.68	-62.7%
200299	SV CHILLI SAUCE	460	GRM	£ 1.89	GROCERY	407017	L/GROSSMAN SAUCE TOMATO&CHILLI	350	GRM	-31.43%	£ 3.95	£ 5.19	-63.6%
844731	SV RYE CRISPBREAD	250	GRM	£ 1.10	GROCERY	845658	JACOBS C/BREAD MIXED GRAIN 5PK	190	GRM	-31.58%	£ 2.40	£ 3.16	-65.2%
864602	SV COTTON BUDS	200	PK	£ 0.60	GROCERY	309601	OHNSONS COTTON BUDS	200	PK	0.00%	£ 1.80	£ 1.80	-66.7%
864025	SV JUMBO EMBOSSED XL K/TOWEL	1	PCE	£ 1.70	GROCERY	860899	REGINA POWER KITCHEN TOWEL	1	PK	0.00%	£ 5.45	£ 5.45	-68.8%
853524	SV PINE LIQUID TOILET CLEANER	750	MLS	£ 0.95	GROCERY	484662	HARPIC POWER PLUS	750	MLS	0.00%	£ 3.29	£ 3.29	-71.1%
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%
817796	SV PASSATA	500	GRM	£ 0.80	GROCERY	845136	MUTTI TOMATO PASSATA	400	GRM	-25.00%	£ 2.65	£ 3.31	-75.8%
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%
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%
867906	SV CARVED ROAST TURKEY	100	GRM	£ 2.45	PROVISIONS	859616	G/FARM TURKEY BREAST SLICES	90	GRM	-11.11%	£ 3.30	£ 3.67	-33.2%
310222	SV COCKTAIL SAUSAGE ROLLS 20PK	360	GRM	£ 2.75	PROVISIONS	146761	MCCOLGANS 16 COCKTAIL SAUSAGE ROLLS	288	GRM	-25.00%	£ 3.35	£ 4.19	-34.3%
310236	SV JUMBO SAUSAGE ROLLS 5PK	400	GRM	£ 2.80	PROVISIONS	146759	MCCOLGANS 4 JUMBO SAUSAGE ROLLS	320	GRM	-25.00%	£ 3.45	£ 4.31	-35.1%
867905	SV CARVED ROAST CHICKEN	120	GRM	£ 2.30	PROVISIONS	859617	G/FARM CHICKEN BREAST SLICES	100	GRM	-20.00%	£ 3.30	£ 3.96	-41.9%
822826	SV COLESLAW	250	GRM	£ 1.59	PROVISIONS	822644	CK COLESLAW	227	GRM	-10.13%	£ 2.60	£ 2.86	-44.5%