

# Centra Own Brand v Brand Product Comparison Listing

Own Brand							Branded Product							
Variant Code	Description	Size	Measure	Centra Retail	Department	Article Group	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
824139	CT BABY WIPES	64	PCE	£ 1.00	GROCERY	BABY REQUISITES	832605	PAMPERS BABY WIPE	52	PK	-23.08%	£ 1.00	£ 1.23	-18.8%
134500	CT MILK CHOCOLATE RICE CAKES	100	GRM	£ 1.30	GROCERY	BISCUITS	680205	KELKIN CHOC COVERED R/CAKE	100	GRM	0.00%	£ 1.45	£ 1.45	-10.3%
845168	CT JAFFA CAKES	300	GRM	£ 1.00	GROCERY	BISCUITS	838689	JAFFA CAKES PM1.29	122	GRM	-145.90%	£ 1.29	£ 3.17	-68.5%
675991	CT RICH TEA BISCUITS	300	GRM	£ 0.65	GROCERY	BISCUITS	838940	MCV RICH TEA PM1.39	300	GRM	0.00%	£ 1.39	£ 1.39	-53.2%
817509	CT MILK CHOC DIGESTIVE	300	GRM	£ 0.80	GROCERY	BISCUITS	836143	MCV MILK CHOC DIGESTIVES PM1.65	266	GRM	-12.78%	£ 1.65	£ 1.86	-57.0%
823469	CT CHOCOLATE CHIP COOKIES	150	GRM	£ 0.70	GROCERY	BISCUITS	802469	MERBA AMERICAN CHOC CHIP COOKIE	225	GRM	33.33%	£ 1.15	£ 0.77	-8.7%
676001	CT DIGESTIVE BISCUITS	400	GRM	£ 0.70	GROCERY	BISCUITS	838952	MCV DIGESTIVES ORIGINAL PM1.39	400	GRM	0.00%	£ 1.39	£ 1.39	-49.6%
675981	CT OATIE BISCUITS	300	GRM	£ 0.80	GROCERY	BISCUITS	818754	MCV HOB NOBS PM1.29	300	GRM	0.00%	£ 1.29	£ 1.29	-38.0%
836028	CT GINGER NUTS	400	GRM	£ 0.60	GROCERY	BREAKFAST CEREALS	818752	MCV GINGER NUTS PM1.29	250	GRM	-60.00%	£ 1.29	£ 2.06	-70.9%
805542	CT PORRIDGE OATS	1	KGM	£ 1.50	GROCERY	BREAKFAST CEREALS	820014	QUAKER OATS	1	KGM	0.00%	£ 2.45	£ 2.45	-38.8%
824718	CT 24 WHEAT BISCUITS	24	PK	£ 1.75	GROCERY	BREAKFAST CEREALS	506741	WEETABIX	24	PK	0.00%	£ 3.10	£ 3.10	-43.5%
145055	CT CORNFLAKES	500	GRM	£ 1.40	GROCERY	BREAKFAST CEREALS	826012	KELLOGS CORNFLAKES	450	GRM	-11.11%	£ 2.40	£ 2.67	-47.5%
145054	CT RICE KRUNCHIES	440	GRM	£ 2.00	GROCERY	BREAKFAST CEREALS	826002	KELLOGGS RICE KRISPIES PM2.99	510	GRM	13.73%	£ 2.99	£ 2.58	-22.5%
823099	CT TUNA IN BRINE	160	GRM	£ 1.30	GROCERY	CANNED FISH	158894	J/WEST TUNA CHUNKS BRINE	145	GRM	-10.34%	£ 2.35	£ 2.59	-49.9%
823351	CT TUNA IN SUNFLOWER OIL	160	GRM	£ 1.30	GROCERY	CANNED FISH	158897	J/WEST TUNA CHUNKS OIL	145	GRM	-10.34%	£ 2.35	£ 2.59	-49.9%
727631	CT CHOPPED TOMATOES	400	GRM	£ 0.50	GROCERY	CANNED VEGETABLES	282892	NAPOLINA CHOPPED TOMATOES	400	GRM	0.00%	£ 1.10	£ 1.10	-54.5%
614239	CT BAKED BEANS	420	GRM	£ 0.50	GROCERY	CANNED VEGETABLES	219739	HEINZ BEANZ	415	GRM	-1.20%	£ 0.95	£ 0.96	-48.0%
334773	CT PROCESSED PEAS	420	GRM	£ 0.60	GROCERY	CANNED VEGETABLES	367661	BATCHELORS PROCESSED PEAS	300	GRM	-40.00%	£ 0.60	£ 0.84	-28.6%

150648	CT MEDIUM WHITE GRATED CHEESE	200	GRM	£ 1.75	DAIRY	CHEESE	242477	COLERAINE GRATED CHEDDAR MED	200	GRM	0.00%	£ 2.35	£ 2.35	-25.5%
150649	CT MEDIUM WHITE SLICES	200	GRM	£ 2.00	DAIRY	CHEESE	801321	COLERAINE MATURE SLICES	160	GRM	-25.00%	£ 2.20	£ 2.75	-27.3%
149707	CT FETA	200	GRM	£ 1.75	DAIRY	CHEESE	807511	YAMMAS GREEK FETA	200	GRM	0.00%	£ 2.95	£ 2.95	-40.7%
801135	CT ORANGE NFC SMOOTH	1	LTR	£ 1.60	DAIRY	CHILLED FRUIT JUICES	830022	TROPICANA SMOOTH ORANGE PM2.50	0.85	MLS	-17.65%	£ 2.50	£ 2.94	-45.6%
682509	CT ORANGE JUICE WITH BITS	1	LTR	£ 1.60	DAIRY	CHILLED FRUIT JUICES	830021	TROPICANA ORIGINAL ORANGE PM2.50	0.85	MLS	-17.65%	£ 2.50	£ 2.94	-45.6%
681359	CT THICK BLEACH ORIGINAL	750	MLS	£ 0.80	GROCERY	CLEANING	687358	DOMESTOS BLEACH REGULAR	750	MLS	0.00%	£ 1.00	£ 1.00	-20.0%
807292	CT GREEN WASHING UP LIQUID	500	MLS	£ 0.85	GROCERY	CLEANING	821708	FAIRY AROMATICS APPLE	520	MLS	3.85%	£ 1.95	£ 1.88	-54.7%
712822	CT CISTERN BLOCK BLUE	2	PK	£ 1.00	GROCERY	CLEANING	824431	DOMESTOS OCEAN RIMBLOCK	1	PK	-100.00%	£ 1.35	£ 2.70	-63.0%
821706	CT KETCHUP	470	GRM	£ 0.90	GROCERY	CONDIMENTS	427057	HEINZ TOMATO KETCHUP TOP DOWN	460	GRM	-2.17%	£ 2.45	£ 2.50	-64.0%
675901	CT PURE OLIVE OIL	500	MLS	£ 2.80	GROCERY	CONDIMENTS	814796	F BERIO PURE OLIVE OIL	500	MLS	0.00%	£ 4.80	£ 4.80	-41.7%
675911	CT SUNFLOWER OIL	1	LTR	£ 1.50	GROCERY	CONDIMENTS	696536	FLORA SUNFLOWER OIL	1	LTR	0.00%	£ 2.50	£ 2.50	-40.0%
290852	CT VEGETABLE OIL	1	LTR	£ 1.50	GROCERY	CONDIMENTS	697121	CRISP N DRY	1	LTR	0.00%	£ 2.25	£ 2.25	-33.3%
747042	CT TABLE SALT	750	GRM	£ 0.55	GROCERY	CONDIMENTS	620650	SAXA SALT POLYBOTTLE PM89P	750	GRM	0.00%	£ 0.89	£ 0.89	-38.2%
675941	CT EXTRA VIRGIN OLIVE OIL	500	MLS	£ 2.90	GROCERY	CONDIMENTS	814797	F BERIO EX VIRGIN OLIVE OIL	500	MLS	0.00%	£ 4.80	£ 4.80	-39.6%
789974	CT 20 COCKTAIL SAUSAGE ROLLS	360	GRM	£ 2.50	PROVISIONS	CONVENIENCE FOODS	146761	MCCOLGANS 16 COCKTAIL SAUSAGE ROLLS	288	GRM	-25.00%	£ 3.00	£ 3.75	-33.3%
808711	CT ROAST CHICKEN PIECES	150	GRM	£ 1.80	PROVISIONS	COOKED MEATS PRE PACK	136461	MP F/GRILLED CHUNKY CKN	200	GRM	25.00%	£ 2.89	£ 2.17	-17.0%
838672	CT DELI STYLE CRUMB HAM	150	GRM	£ 2.00	PROVISIONS	COOKED MEATS PRE PACK	731393	DENNY DELI STYLE CRUMBED HAM PMP	90	GRM	-66.67%	£ 1.79	£ 2.98	-33.0%
149696	CT 25 RESEALABLE SANDWICH BAGS	25	PCE	£ 1.45	GROCERY	FOILS AND WRAPS	696169	BACO ZIP 'N' SEAL FOOD/SANDWICH BAG	25	PK	0.00%	£ 2.10	£ 2.10	-31.0%
838965	CT CLING FILM 350MM	75	MTR	£ 3.00	GROCERY	FOILS AND WRAPS	191758	BACO ALL PURPOSE CLING FILM	25	MTR	-200.00%	£ 2.15	£ 6.45	-53.5%
727628	CT BIB LONG GRAIN RICE	500	GRM	£ 1.00	GROCERY	FOODS OF THE WORLD	165654	UNCLE BENS LONG GRAIN RICE BIB	500	GRM	0.00%	£ 3.65	£ 3.65	-72.6%

844701	CT MEDIUM CURRY SAUCE	475	GRM	£ 1.30	GROCERY	FOODS OF THE WORLD	800730	UNCLE BENS MEDIUM CURRY SAUCE	440	GRM	-7.95%	£ 1.95	£ 2.11	-38.2%
844711	CT ORIGINAL PASTA SAUCE	460	GRM	£ 1.20	GROCERY	FOODS OF THE WORLD	700117	DOLMIO ORIGINAL	500	GRM	8.00%	£ 2.00	£ 1.84	-34.8%
149677	CT WHITE LASAGNE SAUCE	455	GRM	£ 1.25	GROCERY	FOODS OF THE WORLD	289411	DOLMIO WHITE LASAGNE SAUCE	470	GRM	3.19%	£ 2.20	£ 2.13	-41.3%
727626	CT EXPRESS RICE BASMATI	250	GRM	£ 0.80	GROCERY	FOODS OF THE WORLD	241984	UNCLE BENS BASMATI EXPRESS RICE	250	GRM	0.00%	£ 1.90	£ 1.90	-57.9%
832422	CT EXPRESS LONG GRAIN RICE	250	GRM	£ 0.80	GROCERY	FOODS OF THE WORLD	241984	UNCLE BENS BASMATI EXPRESS RICE	250	GRM	0.00%	£ 1.90	£ 1.90	-57.9%
726296	CT STRAIGHT CUT CHIPS	1.5	KGM	£ 2.00	FROZEN FOODS	FROZEN FOODS	726105	G/ISLE STRAIGHT CUT OVEN CHIPS	1.5	KGM	0.00%	£ 3.35	£ 3.35	-40.3%
281204	CT CRANBERRY JUICE	1	LTR	£ 1.00	GROCERY	FRUIT JUICES	465621	OCEAN SPRAY CRANBERRY JUICE	1	LTR	0.00%	£ 1.70	£ 1.70	-41.2%
834355	CT GRANULATED SUGAR	1	KGM	£ 0.69	GROCERY	HOME BAKING	481941	MCKINNEYS GRANULATED SUGAR	1	KGM	0.00%	£ 0.85	£ 0.85	-18.8%
832046	CT JUMBO REFUSE SACKS	10	PK	£ 1.25	GROCERY	HOUSEHOLD PRODUCTS	809445	SEAL A PACK REFUSE SACKS	15	PK	33.33%	£ 2.30	£ 1.53	-18.5%
337016	CT FIRELIGHTERS	48	PK	£ 2.00	GROCERY	HOUSEHOLD PRODUCTS	154846	SUNNY JIM 80 FOR 60	80	PK	40.00%	£ 3.40	£ 2.04	-2.0%
156775	CT FIRELIGHTERS	30	PK	£ 1.50	GROCERY	HOUSEHOLD PRODUCTS	274228	SUNNY JIM SINGLES	16	PK	-87.50%	£ 2.30	£ 4.31	-65.2%
837010	CT ULTRA KITCHEN TOWEL	2	PK	£ 1.75	GROCERY	PAPER WARE	822966	PLENTY THE ORIGINAL ONE	2	PK	0.00%	£ 5.00	£ 5.00	-65.0%
543993	CT LUXURY TOILET TISSUE WHITE	4	PK	£ 2.00	GROCERY	PAPER WARE	832779	ANDREX WHITE TOILET ROLL PM2.50	4	PK	0.00%	£ 2.50	£ 2.50	-20.0%
149504	CT DOGFOOD CANS 6PK	2400	GRM	£ 3.00	GROCERY	PETFOODS	335036	PEDIGREE GRAVY LAMB&POULTRY 6PK	2400	GRM	0.00%	£ 4.75	£ 4.75	-36.8%
826673	CT CAT POUCH IN JELLY 12PK	1200	GRM	£ 3.00	GROCERY	PETFOODS	822121	FELIX MIXED 12PK PM3.75	1200	GRM	0.00%	£ 3.75	£ 3.75	-20.0%
682998	CT CATFOOD CKN & TKY IN GRAV	400	GRM	£ 0.60	GROCERY	PETFOODS	836205	WHISKAS TIN CHICK JELLY PM90P	390	GRM	-2.56%	£ 0.90	£ 0.92	-35.0%
801894	CT DOG CAN BEEF IN GRAVY	1.2	KGM	£ 1.50	GROCERY	PETFOODS	149736	BRANDY SPORT CAN CHICKEN GRAVY	1.2	KGM	0.00%	£ 1.50	£ 1.50	0.0%
801895	CT DOG CAN CHICKEN IN GRAVY	1.2	KGM	£ 1.50	GROCERY	PETFOODS	149736	BRANDY SPORT CAN CHICKEN GRAVY	1.2	KGM	0.00%	£ 1.50	£ 1.50	0.0%
549403	CT DOG FOOD CHICKEN JELLY	400	GRM	£ 0.60	GROCERY	PETFOODS	799708	PEDIGREE ORIGINAL DOG FOOD	400	GRM	0.00%	£ 0.90	£ 0.90	-33.3%
816707	CT COMP CHIC & VEG DOG FOOD	2.5	KGM	£ 2.80	GROCERY	PETFOODS	622260	BRANDY COMPLETE	2.5	KGM	0.00%	£ 4.20	£ 4.20	-33.3%
682996	CT CATFOOD TUNA IN JELLY	400	GRM	£ 0.60	GROCERY	PETFOODS	836205	WHISKAS TIN CHICK JELLY PM90P	390	GRM	-2.56%	£ 0.90	£ 0.92	-35.0%

549404	CT DOG FOOD BEEF POULTRY	400	GRM	£ 0.60	GROCERY	PETFOODS	799708	PEDIGREE ORIGINAL DOG FOOD	400	GRM	0.00%	£ 0.90	£ 0.90	-33.3%
149510	CT CAT LITTER	5	LTR	£ 2.55	GROCERY	PETFOODS	836182	CATSAN CAT LITTER PM3.99	5	LTR	0.00%	£ 3.99	£ 3.99	-36.1%
600310	CT STRAWBERRY JAM	454	GRM	£ 1.15	GROCERY	PRESERVES	250999	HARTLEYS BEST STRAWBERRY	340	GRM	-33.53%	£ 1.80	£ 2.40	-52.2%
600300	CT RASPBERRY JAM	454	GRM	£ 1.15	GROCERY	PRESERVES	250995	HARTLEYS BEST RASPBERRY	340	GRM	-33.53%	£ 1.80	£ 2.40	-52.2%
801622	CT SALTED PEANUTS	200	GRM	£ 1.30	GROCERY	SNACKS	836174	KP ORIGINAL SALTED PEANUTS	250	GRM	20.00%	£ 3.45	£ 2.76	-52.9%
801623	CT DRY ROASTED PEANUTS	200	GRM	£ 1.30	GROCERY	SNACKS	836177	KP DRY ROASTED PEANUTS	250	GRM	20.00%	£ 4.15	£ 3.32	-60.8%
153257	CT NAS SUMMER FRUIT SQUASH	1	LTR	£ 0.85	GROCERY	SOFT DRINKS	633880	ROBINSONS NAS APPLE & B/CURRANT	1	LTR	0.00%	£ 1.85	£ 1.85	-54.1%
153732	CT STILL WATER	2	LTR	£ 0.60	GROCERY	SOFT DRINKS	206289	BALLYGOWAN STILL WATER	2	LTR	0.00%	£ 1.30	£ 1.30	-53.8%
479362	CT STILL WATER SPORTSCAP	1	LTR	£ 1.00	GROCERY	SOFT DRINKS	281617	BALLYGOWAN SPORTS DRINK STILL	1	LTR	0.00%	£ 1.60	£ 1.60	-37.5%
493255	CT MINERAL WATER STILL	500	MLS	£ 0.60	GROCERY	SOFT DRINKS	638060	RIVER ROCK	500	MLS	0.00%	£ 0.80	£ 0.80	-25.0%
153738	CT SPARKLING WATER	2	LTR	£ 0.60	GROCERY	SOFT DRINKS	206299	BALLYGOWAN SPARKLING WATER	2	LTR	0.00%	£ 1.30	£ 1.30	-53.8%
149598	CT SPARKLING WATER	500	MLS	£ 0.60	GROCERY	SOFT DRINKS	654460	BALLYGOWAN SPARKLING WATER	500	MLS	0.00%	£ 0.80	£ 0.80	-25.0%
153255	CT NAS ORANGE SQUASH	1	LTR	£ 0.85	GROCERY	SOFT DRINKS	633890	ROBINSONS NAS ORANGE & PINEAPPLE	1	LTR	0.00%	£ 1.85	£ 1.85	-54.1%
807214	CT GOLD ROAST COFFEE	100	GRM	£ 2.00	GROCERY	TEA COFFEE HOT BEVERAGES	840082	NESCAFE GOLD BLEND PM3.49	95	GRM	-5.26%	£ 3.49	£ 3.67	-45.6%
679329	CT PLAIN BAGELS 4PK	4	PK	£ 1.35	BREAD/CAKE S	WRAPPED BREAD	131579	NY PLAIN BAGELS	5	PK	20.00%	£ 2.05	£ 1.64	-17.7%