

Centra Own Brand v Brand Product Comparison Listing

Prices to be effective in Centra stores from 5th to 25th September 2021

Own Brand						Branded Product							
Variant Code	Description	Size	Measure	Centra 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
824139	CT BABY WIPES	64	PCE	£ 1.00	BABY REQUISITES	832605	PAMPERS BABY WIPE	52	PK	-23.08%	£ 1.00	£ 1.23	-18.8%
845318	CT BOURBON CREAMS	400	GRM	£ 1.00	BISCUITS	829908	MCV BOURBON CREAMS PM1.00	300	GRM	-33.33%	£ 1.00	£ 1.33	-25.0%
845319	CT CUSTARD CREAMS	400	GRM	£ 1.00	BISCUITS	829913	MCV CUSTARD CREAMS PM1.00	300	GRM	-33.33%	£ 1.00	£ 1.33	-25.0%
675981	CT OATIE BISCUITS	300	GRM	£ 0.80	BISCUITS	818754	MCV HOB NOBS PM1.29	300	GRM	0.00%	£ 1.29	£ 1.29	-38.0%
676001	CT DIGESTIVE BISCUITS	400	GRM	£ 0.70	BISCUITS	845814	MCV DIGESTIVES ORIGINAL PM1.49	400	GRM	0.00%	£ 1.49	£ 1.49	-53.0%
817509	CT MILK CHOC DIGESTIVE	300	GRM	£ 0.85	BISCUITS	836143	MCV MILK CHOC DIGESTIVES PM1.65	266	GRM	-12.78%	£ 1.65	£ 1.86	-54.3%
675991	CT RICH TEA BISCUITS	300	GRM	£ 0.65	BISCUITS	845816	MCVITIES RICH TEA PM1.49	300	GRM	0.00%	£ 1.49	£ 1.49	-56.4%
145054	CT RICE KRUNCHIES	440	GRM	£ 2.00	BREAKFAST CEREALS	826002	KELLOGGS RICE KRISPIES PM2.99	510	GRM	13.73%	£ 2.99	£ 2.58	-22.5%
159950	CT SPECIAL FLAKES	500	GRM	£ 2.00	BREAKFAST CEREALS	829847	KELLOGGS SPECIAL K PM2.99	500	GRM	0.00%	£ 2.99	£ 2.99	-33.1%
805542	CT PORRIDGE OATS	1	KGM	£ 1.50	BREAKFAST CEREALS	820014	QUAKER OATS	1	KGM	0.00%	£ 2.45	£ 2.45	-38.8%
824718	CT 24 WHEAT BISCUITS	24	PK	£ 1.75	BREAKFAST CEREALS	506741	WEETABIX	24	PK	0.00%	£ 3.10	£ 3.10	-43.5%
145055	CT CORNFLAKES	500	GRM	£ 1.40	BREAKFAST CEREALS	826012	KELLOGS CORNFLAKES	450	GRM	-11.11%	£ 2.40	£ 2.67	-47.5%
149663	CT RED SALMON	213	GRM	£ 3.50	CANNED FISH	219859	J/WEST WILD RED SALMON	213	GRM	0.00%	£ 5.20	£ 5.20	-32.7%
149652	CT PINK SALMON	213	GRM	£ 2.50	CANNED FISH	403990	J/WEST PINK SALMON	213	GRM	0.00%	£ 3.80	£ 3.80	-34.2%
823099	CT TUNA IN BRINE	160	GRM	£ 1.30	CANNED FISH	158894	J/WEST TUNA CHUNKS BRINE	145	GRM	-10.34%	£ 1.85	£ 2.04	-36.3%
823351	CT TUNA IN SUNFLOWER OIL	160	GRM	£ 1.30	CANNED FISH	158897	J/WEST TUNA CHUNKS OIL	145	GRM	-10.34%	£ 1.85	£ 2.04	-36.3%
727631	CT CHOPPED TOMATOES	400	GRM	£ 0.60	CANNED VEGETABLES	282892	NAPOLINA CHOPPED TOMATOES	400	GRM	0.00%	£ 1.00	£ 1.00	-40.0%
614239	CT BAKED BEANS	420	GRM	£ 0.50	CANNED VEGETABLES	219739	HEINZ BEANZ	415	GRM	-1.20%	£ 0.95	£ 0.96	-48.0%
150649	CT MEDIUM WHITE SLICES	200	GRM	£ 2.00	CHEESE	801321	COLERAINE MATURE SLICES	160	GRM	-25.00%	£ 2.00	£ 2.50	-20.0%
150648	CT MEDIUM WHITE GRATED CHEESE	200	GRM	£ 1.75	CHEESE	242477	COLERAINE GRATED CHEDDAR MED	200	GRM	0.00%	£ 2.30	£ 2.30	-23.9%
149707	CT FETA	200	GRM	£ 1.75	CHEESE	807511	YAMMAS GREEK FETA	200	GRM	0.00%	£ 2.95	£ 2.95	-40.7%
682509	CT ORANGE JUICE WITH BITS	1	LTR	£ 1.60	CHILLED FRUIT JUICES	830021	TROPICANA ORIGINAL ORANGE PM2.50	0.85	MLS	-17.65%	£ 2.50	£ 2.94	-45.6%
801135	CT ORANGE NFC SMOOTH	1	LTR	£ 1.60	CHILLED FRUIT JUICES	830022	TROPICANA SMOOTH ORANGE PM2.50	0.85	MLS	-17.65%	£ 2.50	£ 2.94	-45.6%
681359	CT THICK BLEACH ORIGINAL	750	MLS	£ 0.80	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	CLEANING	821708	FAIRY AROMATICS APPLE	520	MLS	3.85%	£ 1.95	£ 1.88	-54.7%
747042	CT TABLE SALT	750	GRM	£ 0.55	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	CONDIMENTS	814797	F BERIO EX VIRGIN OLIVE OIL	500	MLS	0.00%	£ 4.90	£ 4.90	-40.8%
675901	CT PURE OLIVE OIL	500	MLS	£ 2.80	CONDIMENTS	814796	F BERIO PURE OLIVE OIL	500	MLS	0.00%	£ 4.90	£ 4.90	-42.9%
290852	CT VEGETABLE OIL	1	LTR	£ 1.50	CONDIMENTS	697121	CRISP N DRY	1	LTR	0.00%	£ 2.65	£ 2.65	-43.4%
821706	CT KETCHUP	470	GRM	£ 0.90	CONDIMENTS	427057	HEINZ TOMATO KETCHUP TOP DOWN	460	GRM	-2.17%	£ 2.55	£ 2.61	-65.5%
789974	CT 20 COCKTAIL SAUSAGE ROLLS	360	GRM	£ 2.50	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	COOKED MEATS PRE PACK	136461	MP F/GRILLED CHUNKY CKN	200	GRM	25.00%	£ 2.99	£ 2.24	-19.7%
844711	CT ORIGINAL PASTA SAUCE	460	GRM	£ 1.20	FOODS OF THE WORLD	700117	DOLMIO ORIGINAL BOLOGNESE	500	GRM	8.00%	£ 1.65	£ 1.52	-20.9%
149677	CT WHITE LASAGNE SAUCE	455	GRM	£ 1.25	FOODS OF THE WORLD	289411	DOLMIO WHITE LASAGNE SAUCE	470	GRM	3.19%	£ 1.75	£ 1.69	-26.2%
844701	CT MEDIUM CURRY SAUCE	475	GRM	£ 1.30	FOODS OF THE WORLD	846655	BENS ORIGINAL MEDIUM CURRY SAUCE	440	GRM	-7.95%	£ 2.10	£ 2.27	-42.7%
727626	CT EXPRESS RICE BASMATI	250	GRM	£ 0.80	FOODS OF THE WORLD	846638	BENS ORIGINAL BASMATI RICE	250	GRM	0.00%	£ 1.80	£ 1.80	-55.6%
832422	CT EXPRESS LONG GRAIN RICE	250	GRM	£ 0.80	FOODS OF THE WORLD	846639	BENS ORIGINAL LONG GRAIN RICE	250	GRM	0.00%	£ 1.80	£ 1.80	-55.6%
727628	CT BIB LONG GRAIN RICE	500	GRM	£ 1.00	FOODS OF THE WORLD	165654	UNCLE BENS LONG GRAIN RICE BIB	500	GRM	0.00%	£ 3.15	£ 3.15	-68.3%
726296	CT STRAIGHT CUT CHIPS	1.5	KGM	£ 2.00	FROZEN FOODS	726105	GREEN ISLE STRAIGHT CUT OVEN CHIPS	1.5	KGM	0.00%	£ 3.65	£ 3.65	-45.2%
281204	CT CRANBERRY JUICE	1	LTR	£ 1.00	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	HOME BAKING	481941	MCKINNEYS GRANULATED SUGAR	1	KGM	0.00%	£ 1.10	£ 1.10	-37.3%

Own Brand						Branded Product							
Variant Code	Description	Size	Measure	Centra 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
832046	CT JUMBO REFUSE SACKS	10	PK	£ 1.25	HOUSEHOLD PRODUCTS	809445	SEAL A PACK REFUSE SACKS	15	PK	33.33%	£ 2.30	£ 1.53	-18.5%
543993	CT LUXURY TOILET TISSUE WHITE	4	PK	£ 2.00	PAPER WARE	832779	ANDREX WHITE TOILET ROLL PM2.50	4	PK	0.00%	£ 2.50	£ 2.50	-20.0%
837010	CT ULTRA KITCHEN TOWEL	2	PK	£ 1.75	PAPER WARE	822966	PLENTY THE ORIGINAL ONE	2	PK	0.00%	£ 5.00	£ 5.00	-65.0%
826673	CT CAT POUCH IN JELLY 12PK	1200	GRM	£ 3.00	PETFOODS	822121	FELIX MIXED 12PK PM3.75	1200	GRM	0.00%	£ 3.75	£ 3.75	-20.0%
845367	CT DOG FOOD CHICKEN JELLY	400	GRM	£ 0.65	PETFOODS	799708	PEDIGREE ORIGINAL DOG FOOD	400	GRM	0.00%	£ 0.85	£ 0.85	-23.5%
845626	CT DOG FOOD BEEF & GRAVY	400	GRM	£ 0.65	PETFOODS	799708	PEDIGREE ORIGINAL DOG FOOD	400	GRM	0.00%	£ 0.85	£ 0.85	-23.5%
816707	CT COMP CHIC & VEG DOG FOOD	2.5	KGM	£ 2.90	PETFOODS	622260	BRANDY COMPLETE	2.5	KGM	0.00%	£ 4.20	£ 4.20	-31.0%
149504	CT DOGFOOD CANS 6PK	2400	GRM	£ 3.00	PETFOODS	335036	PEDIGREE GRAVY LAMB&POULTRY 6PK	2400	GRM	0.00%	£ 4.40	£ 4.40	-31.8%
845301	CT CATFOOD CKN & TKY IN GRAV	400	GRM	£ 0.65	PETFOODS	845247	WHISKAS CHICKEN JELLY PM95P	385	GRM	-3.90%	£ 0.95	£ 0.99	-34.1%
845302	CT CATFOOD TUNA IN JELLY	400	GRM	£ 0.65	PETFOODS	845247	WHISKAS CHICKEN JELLY PM95P	385	GRM	-3.90%	£ 0.95	£ 0.99	-34.1%
149510	CT CAT LITTER	5	LTR	£ 2.55	PETFOODS	845241	CATSAN CAT LITTER PM4.25	5	LTR	0.00%	£ 4.25	£ 4.25	-40.0%
600300	CT RASPBERRY JAM	454	GRM	£ 1.15	PRESERVES	250995	HARTLEYS BEST RASPBERRY	340	GRM	-33.53%	£ 1.35	£ 1.80	-36.2%
600310	CT STRAWBERRY JAM	454	GRM	£ 1.15	PRESERVES	250999	HARTLEYS BEST STRAWBERRY	340	GRM	-33.53%	£ 1.35	£ 1.80	-36.2%
801622	CT SALTED PEANUTS	200	GRM	£ 1.30	SNACKS	836174	KP ORIGINAL SALTED PEANUTS	250	GRM	20.00%	£ 3.65	£ 2.92	-55.5%
801623	CT DRY ROASTED PEANUTS	200	GRM	£ 1.30	SNACKS	836177	KP DRY ROASTED PEANUTS	250	GRM	20.00%	£ 4.40	£ 3.52	-63.1%
493255	CT MINERAL WATER STILL	500	MLS	£ 0.60	SOFT DRINKS	638060	RIVER ROCK	500	MLS	0.00%	£ 0.80	£ 0.80	-25.0%
149598	CT SPARKLING WATER	500	MLS	£ 0.60	SOFT DRINKS	654460	BALLYGOWAN SPARKLING WATER	500	MLS	0.00%	£ 0.80	£ 0.80	-25.0%
479362	CT STILL WATER SPORTSCAP	1	LTR	£ 1.00	SOFT DRINKS	281617	BALLYGOWAN SPORTS DRINK STILL	1	LTR	0.00%	£ 1.60	£ 1.60	-37.5%
153257	CT NAS SUMMER FRUIT SQUASH	1	LTR	£ 0.85	SOFT DRINKS	633880	ROBINSONS NAS APPLE & B/CURRANT	1	LTR	0.00%	£ 1.65	£ 1.65	-48.5%
153255	CT NAS ORANGE SQUASH	1	LTR	£ 0.85	SOFT DRINKS	633890	ROBINSONS NAS ORANGE & PINEAPPLE	1	LTR	0.00%	£ 1.65	£ 1.65	-48.5%
153732	CT STILL WATER	2	LTR	£ 0.60	SOFT DRINKS	206289	BALLYGOWAN STILL WATER	2	LTR	0.00%	£ 1.30	£ 1.30	-53.8%
153738	CT SPARKLING WATER	2	LTR	£ 0.60	SOFT DRINKS	206299	BALLYGOWAN SPARKLING WATER	2	LTR	0.00%	£ 1.30	£ 1.30	-53.8%
807214	CT GOLD ROAST COFFEE	100	GRM	£ 2.00	TEA COFFEE HOT BEVERAGES	840082	NESCAFE GOLD BLEND PM3.49	95	GRM	-5.26%	£ 3.49	£ 3.67	-45.6%