

Centra Own Brand v Brand Product Comparison Listing

Prices to be effective in Centra stores from 5th December 2021 to 1st January 2022

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
150649	CT MEDIUM WHITE SLICES	200	GRM	£ 2.00	DAIRY	801321	COLERAINE MATURE SLICES	160	GRM	-25.00%	£ 2.00	£ 2.50	-20.0%
150648	CT MEDIUM WHITE GRATED CHEESE	200	GRM	£ 1.75	DAIRY	242477	COLERAINE GRATED CHEDDAR MED	200	GRM	0.00%	£ 2.30	£ 2.30	-23.9%
149707	CT FETA	200	GRM	£ 1.75	DAIRY	807511	YAMMAS GREEK FETA	200	GRM	0.00%	£ 2.95	£ 2.95	-40.7%
682509	CT ORANGE JUICE WITH BITS	1	LTR	£ 1.60	DAIRY	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	DAIRY	830022	TROPICANA SMOOTH ORANGE PM2.50	0.85	MLS	-17.65%	£ 2.50	£ 2.94	-45.6%
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%
832046	CT JUMBO REFUSE SACKS	10	PK	£ 1.25	GROCERY	809445	SEAL A PACK REFUSE SACKS	15	PK	33.33%	£ 2.30	£ 1.53	-18.5%
681359	CT THICK BLEACH ORIGINAL	750	MLS	£ 0.80	GROCERY	687358	DOMESTOS BLEACH REGULAR	750	MLS	0.00%	£ 1.00	£ 1.00	-20.0%
826673	CT CAT POUCH IN JELLY 12PK	1200	GRM	£ 3.00	GROCERY	822121	FELIX MIXED 12PK PM3.75	1200	GRM	0.00%	£ 3.75	£ 3.75	-20.0%
543993	CT LUXURY TOILET TISSUE WHITE	4	PK	£ 2.00	GROCERY	832779	ANDREX WHITE TOILET ROLL PM2.50	4	PK	0.00%	£ 2.50	£ 2.50	-20.0%
844711	CT ORIGINAL PASTA SAUCE	460	GRM	£ 1.20	GROCERY	700117	DOLMIO ORIGINAL BOLOGNESE	500	GRM	8.00%	£ 1.65	£ 1.52	-20.9%
145054	CT RICE KRUNCHIES	440	GRM	£ 2.00	GROCERY	826002	KELLOGGS RICE KRISPIES PM2.99	510	GRM	13.73%	£ 2.99	£ 2.58	-22.5%
824139	CT BABY WIPES	64	PCE	£ 1.00	GROCERY	832605	PAMPERS BABY WIPE	52	PK	-23.08%	£ 1.05	£ 1.29	-22.6%
845367	CT DOG FOOD CHICKEN JELLY	400	GRM	£ 0.65	GROCERY	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	GROCERY	799708	PEDIGREE ORIGINAL DOG FOOD	400	GRM	0.00%	£ 0.85	£ 0.85	-23.5%
493255	CT MINERAL WATER STILL	500	MLS	£ 0.60	GROCERY	638060	RIVER ROCK	500	MLS	0.00%	£ 0.80	£ 0.80	-25.0%
845318	CT BOURBON CREAMS	400	GRM	£ 1.00	GROCERY	829908	MCV BOURBON CREAMS PM1.00	300	GRM	-33.33%	£ 1.00	£ 1.33	-25.0%
845319	CT CUSTARD CREAMS	400	GRM	£ 1.00	GROCERY	829913	MCV CUSTARD CREAMS PM1.00	300	GRM	-33.33%	£ 1.00	£ 1.33	-25.0%
149677	CT WHITE LASAGNE SAUCE	455	GRM	£ 1.25	GROCERY	289411	DOLMIO WHITE LASAGNE SAUCE	470	GRM	3.19%	£ 1.75	£ 1.69	-26.2%
149598	CT SPARKLING WATER	500	MLS	£ 0.60	GROCERY	654460	BALLYGOWAN SPARKLING WATER	500	MLS	0.00%	£ 0.85	£ 0.85	-29.4%
816707	CT COMP CHIC & VEG DOG FOOD	2.5	KGM	£ 2.90	GROCERY	622260	BRANDY COMPLETE	2.5	KGM	0.00%	£ 4.20	£ 4.20	-31.0%
149504	CT DOGFOOD CANS 6PK	2400	GRM	£ 3.00	GROCERY	335036	PEDIGREE GRAVY LAMB&POULTRY 6PK	2400	GRM	0.00%	£ 4.40	£ 4.40	-31.8%
149663	CT RED SALMON	213	GRM	£ 3.50	GROCERY	219859	J/WEST WILD RED SALMON	213	GRM	0.00%	£ 5.20	£ 5.20	-32.7%
159950	CT SPECIAL FLAKES	500	GRM	£ 2.00	GROCERY	829847	KELLOGGS SPECIAL K PM2.99	500	GRM	0.00%	£ 2.99	£ 2.99	-33.1%
845301	CT CATFOOD CKN & TKY IN GRAV	400	GRM	£ 0.65	GROCERY	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	GROCERY	845247	WHISKAS CHICKEN JELLY PM95P	385	GRM	-3.90%	£ 0.95	£ 0.99	-34.1%
149652	CT PINK SALMON	213	GRM	£ 2.50	GROCERY	403990	J/WEST PINK SALMON	213	GRM	0.00%	£ 3.80	£ 3.80	-34.2%
600300	CT RASPBERRY JAM	454	GRM	£ 1.15	GROCERY	250995	HARTLEYS BEST RASPBERRY	340	GRM	-33.53%	£ 1.35	£ 1.80	-36.2%
600310	CT STRAWBERRY JAM	454	GRM	£ 1.15	GROCERY	250999	HARTLEYS BEST STRAWBERRY	340	GRM	-33.53%	£ 1.35	£ 1.80	-36.2%
823099	CT TUNA IN BRINE	160	GRM	£ 1.30	GROCERY	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	GROCERY	158897	J/WEST TUNA CHUNKS OIL	145	GRM	-10.34%	£ 1.85	£ 2.04	-36.3%
834355	CT GRANULATED SUGAR	1	KGM	£ 0.69	GROCERY	481941	MCKINNEYS GRANULATED SUGAR	1	KGM	0.00%	£ 1.10	£ 1.10	-37.3%
614239	CT BAKED BEANS	420	GRM	£ 0.60	GROCERY	219739	HEINZ BEANZ	415	GRM	-1.20%	£ 0.95	£ 0.96	-37.6%
675981	CT OATIE BISCUITS	300	GRM	£ 0.80	GROCERY	818754	MCV HOB NOBS PM1.29	300	GRM	0.00%	£ 1.29	£ 1.29	-38.0%
747042	CT TABLE SALT	750	GRM	£ 0.55	GROCERY	620650	SAXA SALT POLYBOTTLE PM89P	750	GRM	0.00%	£ 0.89	£ 0.89	-38.2%
805542	CT PORRIDGE OATS	1	KGM	£ 1.50	GROCERY	820014	QUAKER OATS	1	KGM	0.00%	£ 2.45	£ 2.45	-38.8%
479362	CT STILL WATER SPORTSCAP	1	LTR	£ 1.00	GROCERY	281617	BALLYGOWAN SPORTS DRINK STILL	1	LTR	0.00%	£ 1.65	£ 1.65	-39.4%
149510	CT CAT LITTER	5	LTR	£ 2.55	GROCERY	845241	CATSAN CAT LITTER PM4.25	5	LTR	0.00%	£ 4.25	£ 4.25	-40.0%
675941	CT EXTRA VIRGIN OLIVE OIL	500	MLS	£ 2.90	GROCERY	814797	F BERIO EX VIRGIN OLIVE OIL	500	MLS	0.00%	£ 4.90	£ 4.90	-40.8%
844701	CT MEDIUM CURRY SAUCE	475	GRM	£ 1.30	GROCERY	846655	BENS ORIGINAL MEDIUM CURRY SAUCE	440	GRM	-7.95%	£ 2.10	£ 2.27	-42.7%

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
675901	CT PURE OLIVE OIL	500	MLS	£ 2.80	GROCERY	814796	F BERIO PURE OLIVE OIL	500	MLS	0.00%	£ 4.90	£ 4.90	-42.9%
290852	CT VEGETABLE OIL	1	LTR	£ 1.50	GROCERY	697121	CRISP N DRY	1	LTR	0.00%	£ 2.65	£ 2.65	-43.4%
824718	CT 24 WHEAT BISCUITS	24	PK	£ 1.75	GROCERY	506741	WEETABIX	24	PK	0.00%	£ 3.10	£ 3.10	-43.5%
727631	CT CHOPPED TOMATOES	400	GRM	£ 0.60	GROCERY	282892	NAPOLINA CHOPPED TOMATOES	400	GRM	0.00%	£ 1.10	£ 1.10	-45.5%
807214	CT GOLD ROAST COFFEE	100	GRM	£ 2.00	GROCERY	840082	NESCAFE GOLD BLEND PM3.49	95	GRM	-5.26%	£ 3.49	£ 3.67	-45.6%
145055	CT CORNFLAKES	500	GRM	£ 1.40	GROCERY	826012	KELLOGS CORNFLAKES	450	GRM	-11.11%	£ 2.40	£ 2.67	-47.5%
153257	CT NAS SUMMER FRUIT SQUASH	1	LTR	£ 0.85	GROCERY	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	GROCERY	633890	ROBINSONS NAS ORANGE & PINEAPPLE	1	LTR	0.00%	£ 1.65	£ 1.65	-48.5%
675911	CT SUNFLOWER OIL	1	LTR	£ 1.50	GROCERY	696536	FLORA SUNFLOWER OIL	1	LTR	0.00%	£ 3.15	£ 3.15	-52.4%
676001	CT DIGESTIVE BISCUITS	400	GRM	£ 0.70	GROCERY	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	GROCERY	836143	MCV MILK CHOC DIGESTIVES PM1.65	266	GRM	-12.78%	£ 1.65	£ 1.86	-54.3%
807292	CT GREEN WASHING UP LIQUID	500	MLS	£ 0.85	GROCERY	821708	FAIRY AROMATICS APPLE	520	MLS	3.85%	£ 1.95	£ 1.88	-54.7%
801622	CT SALTED PEANUTS	200	GRM	£ 1.30	GROCERY	836174	KP ORIGINAL SALTED PEANUTS	250	GRM	20.00%	£ 3.65	£ 2.92	-55.5%
153732	CT STILL WATER	2	LTR	£ 0.60	GROCERY	206289	BALLYGOWAN STILL WATER	2	LTR	0.00%	£ 1.35	£ 1.35	-55.6%
153738	CT SPARKLING WATER	2	LTR	£ 0.60	GROCERY	206299	BALLYGOWAN SPARKLING WATER	2	LTR	0.00%	£ 1.35	£ 1.35	-55.6%
727626	CT EXPRESS RICE BASMATI	250	GRM	£ 0.80	GROCERY	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	GROCERY	846639	BENS ORIGINAL LONG GRAIN RICE	250	GRM	0.00%	£ 1.80	£ 1.80	-55.6%
675991	CT RICH TEA BISCUITS	300	GRM	£ 0.65	GROCERY	845816	MCVITIES RICH TEA PM1.49	300	GRM	0.00%	£ 1.49	£ 1.49	-56.4%
801623	CT DRY ROASTED PEANUTS	200	GRM	£ 1.30	GROCERY	836177	KP DRY ROASTED PEANUTS	250	GRM	20.00%	£ 4.40	£ 3.52	-63.1%
837010	CT ULTRA KITCHEN TOWEL	2	PK	£ 1.75	GROCERY	822966	PLENTY THE ORIGINAL ONE	2	PK	0.00%	£ 5.00	£ 5.00	-65.0%
821706	CT KETCHUP	470	GRM	£ 0.90	GROCERY	427057	HEINZ TOMATO KETCHUP TOP DOWN	460	GRM	-2.17%	£ 2.55	£ 2.61	-65.5%
727628	CT BIB LONG GRAIN RICE	500	GRM	£ 1.00	GROCERY	848198	BENS ORIGINAL LONG GRAIN BIB	500	GRM	0.00%	£ 3.15	£ 3.15	-68.3%
808711	CT ROAST CHICKEN PIECES	150	GRM	£ 1.80	PROVISIONS	136461	MP F/GRILLED CHUNKY CKN	200	GRM	25.00%	£ 2.99	£ 2.24	-19.7%
789974	CT 20 COCKTAIL SAUSAGE ROLLS	360	GRM	£ 2.50	PROVISIONS	146761	MCCOLGANS 16 COCKTAIL SAUSAGE ROLLS	288	GRM	-25.00%	£ 3.00	£ 3.75	-33.3%