

### Centra Own Brand v Brand Product Comparison Listing

*Prices to be effective in Centra stores from 2nd January to 15th 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	£ 1.70	DAIRY	830021	TROPICANA ORIGINAL ORANGE PM2.50	0.85	MLS	-17.65%	£ 2.50	£ 2.94	-42.2%
801135	CT ORANGE NFC SMOOTH	1	LTR	£ 1.70	DAIRY	830022	TROPICANA SMOOTH ORANGE PM2.50	0.85	MLS	-17.65%	£ 2.50	£ 2.94	-42.2%
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%
747042	CT TABLE SALT	750	GRM	£ 0.80	GROCERY	620650	SAXA SALT POLYBOTTLE PM89P	750	GRM	0.00%	£ 0.89	£ 0.89	-10.1%
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%
543993	CT LUXURY TOILET TISSUE WHITE	4	PK	£ 2.00	GROCERY	832779	ANDREX WHITE TOILET ROLL PMP	4	PK	0.00%	£ 2.50	£ 2.50	-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%
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%
834355	CT GRANULATED SUGAR	1	KGM	£ 0.75	GROCERY	481941	MCKINNEYS GRANULATED SUGAR	1	KGM	0.00%	£ 1.10	£ 1.10	-31.8%
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%
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%
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%
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%

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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%
614239	CT BAKED BEANS	420	GRM	£ 0.60	GROCERY	219739	HEINZ BEANZ	415	GRM	-1.20%	£ 1.10	£ 1.11	-46.1%
145055	CT CORNFLAKES	500	GRM	£ 1.40	GROCERY	826012	KELLOGS CORNFLAKES	450	GRM	-11.11%	£ 2.40	£ 2.67	-47.5%
807214	CT GOLD ROAST COFFEE	100	GRM	£ 2.00	GROCERY	851251	NESCAFE GOLD BLEND PM3.65	95	GRM	-5.26%	£ 3.65	£ 3.84	-47.9%
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%
153738	CT SPARKLING WATER	2	LTR	£ 0.60	GROCERY	206299	BALLYGOWAN SPARKLING WATER	2	LTR	0.00%	£ 1.35	£ 1.35	-55.6%
153732	CT STILL WATER	2	LTR	£ 0.60	GROCERY	206289	BALLYGOWAN STILL 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%
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%
821706	CT KETCHUP	470	GRM	£ 0.90	GROCERY	427057	HEINZ TOMATO KETCHUP TOP DOWN	460	GRM	-2.17%	£ 2.95	£ 3.01	-70.1%
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%