

Centra Own Brand v Brand Product Comparison Listing

Prices to be effective in Centra stores from 16th November to 6th December 2025

| 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 |
| 801135 | CT ORANGE NFC SMOOTH | 1 | LTR | £ 2.90 | DAIRY | 871871 | TROPICANA SMOOTH PMP | 0.85 | MLS | -17.65% | £ 2.95 | £ 3.47 | -16.4% |
| 682509 | CT ORANGE JUICE WITH BITS | 1 | LTR | £ 2.90 | DAIRY | 871872 | TROPICANA ORIGINAL PMP | 0.85 | MLS | -17.65% | £ 2.95 | £ 3.47 | -16.4% |
| 860679 | CT PROTEIN MILK | 500 | MLS | £ 1.00 | DAIRY | 809364 | AVONMORE PROTEIN MILK | 500 | MLS | 0.00% | £ 1.20 | £ 1.20 | -16.7% |
| 149707 | CT FETA | 200 | GRM | £ 2.30 | DAIRY | 807511 | YAMMAS GREEK FETA | 200 | GRM | 0.00% | £ 2.90 | £ 2.90 | -20.7% |
| 854929 | CT GRATED MOZZARELLA | 200 | GRM | £ 2.40 | DAIRY | 844398 | DEWLAY GRATED MOZZARELLA | 160 | GRM | -25.00% | £ 2.65 | £ 3.31 | -27.5% |
| 743643 | CT SPICY WEDGES | 750 | GRM | £ 2.10 | FROZEN FOODS | 726141 | GREEN ISLE SPICY WEDGES | 600 | GRM | -25.00% | £ 2.00 | £ 2.50 | -16.0% |
| 875258 | CT VANILLA ICE CREAM | 1 | LTR | £ 3.20 | FROZEN FOODS | 829363 | DALE FARM VANILLA ICE CREAM BLOCK | 1 | LTR | 0.00% | £ 4.00 | £ 4.00 | -20.0% |
| 854214 | CT MIXED BERRIES | 340 | GRM | £ 2.50 | FROZEN FOODS | 832873 | GREEN ISLE MIXED BERRIES | 375 | GRM | 9.33% | £ 3.70 | £ 3.35 | -25.5% |
| 726296 | CT STRAIGHT CUT CHIPS | 1.5 | KGM | £ 2.95 | FROZEN FOODS | 726105 | GREEN ISLE STRAIGHT CUT OVEN CHIPS | 1.3 | KGM | -15.38% | £ 3.75 | £ 4.33 | -31.8% |
| 875256 | CT HONEYCOMB ICE CREAM | 1 | LTR | £ 3.20 | FROZEN FOODS | 846503 | D/FARM HONEYCOMB ICE CREAM TUB | 0.9 | MLS | -11.11% | £ 4.85 | £ 5.39 | -40.6% |
| 853662 | CT CHOC WAFER BARS 9PK | 172.8 | GRM | £ 1.85 | GROCERY | 874081 | KITKAT 2F MILK CHOC 8PK | 165.6 | GRM | -4.35% | £ 2.00 | £ 2.09 | -11.4% |
| 832422 | CT EXPRESS LONG GRAIN RICE | 250 | GRM | £ 1.00 | GROCERY | 856858 | BENS ORIGINAL LONG GRAIN RTH | 220 | GRM | -13.64% | £ 1.00 | £ 1.14 | -12.0% |
| 493255 | CT MINERAL WATER STILL | 500 | MLS | £ 0.85 | GROCERY | 638060 | RIVER ROCK | 500 | MLS | 0.00% | £ 1.00 | £ 1.00 | -15.0% |
| 155096 | CT SMOOTH CARAMEL BARS 6PK | 216 | GRM | £ 2.35 | GROCERY | 872090 | MARS SNACKSIZE 8PK | 284 | GRM | 23.94% | £ 3.65 | £ 2.78 | -15.3% |
| 807214 | CT GOLD ROAST COFFEE | 100 | GRM | £ 3.00 | GROCERY | 849820 | JACOBS GOLD ROAST COFFEE | 100 | GRM | 0.00% | £ 3.65 | £ 3.65 | -17.8% |
| 872300 | CT CAT POUCH GRAVY 12PK X 100G | 1200 | GRM | £ 3.75 | GROCERY | 864919 | FELIX OG FARM SLN PM3.99 | 1020 | GRM | -17.65% | £ 3.99 | £ 4.69 | -20.1% |
| 281204 | CT CRANBERRY JUICE | 1 | LTR | £ 1.50 | GROCERY | 465621 | OCEAN SPRAY CRANBERRY JUICE | 1 | LTR | 0.00% | £ 1.90 | £ 1.90 | -21.1% |
| 834355 | CT GRANULATED SUGAR | 1 | KGM | £ 1.30 | GROCERY | 481941 | MCKINNEYS GRANULATED SUGAR | 1 | KGM | 0.00% | £ 1.65 | £ 1.65 | -21.2% |
| 845301 | CT CATFOOD CKN & TKY IN GRAV | 400 | GRM | £ 0.95 | GROCERY | 854035 | JESSIE CAT FOOD CAN CHICKEN | 400 | GRM | 0.00% | £ 1.25 | £ 1.25 | -24.0% |
| 860142 | CT SQUEEZY HONEY | 340 | GRM | £ 2.25 | GROCERY | 814828 | ROWSE CLEAR HONEY SQUEEZY | 340 | GRM | 0.00% | £ 3.00 | £ 3.00 | -25.0% |
| 600300 | CT RASPBERRY JAM | 454 | GRM | £ 1.60 | GROCERY | 250995 | HARTLEYS BEST RASPBERRY | 340 | GRM | -33.53% | £ 1.70 | £ 2.27 | -29.5% |
| 600310 | CT STRAWBERRY JAM | 454 | GRM | £ 1.60 | GROCERY | 250999 | HARTLEYS BEST STRAWBERRY | 340 | GRM | -33.53% | £ 1.70 | £ 2.27 | -29.5% |
| 149504 | CT DOGFOOD CANS 6PK | 2400 | GRM | £ 4.55 | GROCERY | 335036 | PEDIGREE GRAVY LAMB&PLTY 6PK | 2400 | GRM | 0.00% | £ 6.50 | £ 6.50 | -30.0% |
| 864559 | CT TIKKA MASALA | 470 | GRM | £ 1.89 | GROCERY | 846656 | BENS ORIGINAL TIKKA MASALA SAUCE | 450 | GRM | -4.44% | £ 2.60 | £ 2.72 | -30.4% |
| 860998 | CT UNSWEETENED ALMOND MILK | 1 | LTR | £ 1.45 | GROCERY | 157774 | ALPRO ALMOND MILK UNSWEETENED | 1 | LTR | 0.00% | £ 2.10 | £ 2.10 | -31.0% |
| 860995 | CT CALCIUM OAT MILK | 1 | LTR | £ 1.45 | GROCERY | 844101 | ALPRO OAT MILK UNSWEETENED | 1 | LTR | 0.00% | £ 2.10 | £ 2.10 | -31.0% |
| 856759 | CT LUXURY TOILET TISSUE | 18 | PK | £ 7.50 | GROCERY | 856150 | KITTENSOFTE QUILTED DREAMS | 16 | PK | -12.50% | £ 9.80 | £ 11.03 | -32.0% |
| 844701 | CT MEDIUM CURRY SAUCE | 475 | GRM | £ 1.89 | GROCERY | 846655 | BENS ORIGINAL MEDIUM CURRY SAUCE | 440 | GRM | -7.95% | £ 2.60 | £ 2.81 | -32.7% |
| 860133 | CT ALL PURPOSE CLOTH | 10 | PK | £ 1.20 | GROCERY | 861811 | BETTINA ALL PURPOSE CLOTHS | 10 | PK | 0.00% | £ 1.80 | £ 1.80 | -33.3% |
| 862034 | CT CHOCOLATE BUTTER BISCUITS | 125 | GRM | £ 1.55 | GROCERY | 851585 | LU PETIT MILK CHOCOLAT | 150 | GRM | 16.67% | £ 2.85 | £ 2.38 | -34.7% |
| 846063 | CT SWEETCORN WITH ADDED SALT | 326 | GRM | £ 0.95 | GROCERY | 178217 | GREEN GIANT SWEETCORN | 340 | GRM | 4.12% | £ 1.55 | £ 1.49 | -36.1% |
| 874654 | CT CHOCO KRUNCHIES | 500 | GRM | £ 2.80 | GROCERY | 874349 | KELLOGGS COCO POPS PM3.69 | 420 | GRM | -19.05% | £ 3.69 | £ 4.39 | -36.3% |
| 149677 | CT WHITE LASAGNE SAUCE | 455 | GRM | £ 1.75 | GROCERY | 867271 | DOLMIO WHITE LASAGNE SAUCE | 440 | GRM | -3.41% | £ 2.70 | £ 2.79 | -37.3% |
| 864556 | CT RED LASAGNE SAUCE | 475 | GRM | £ 1.75 | GROCERY | 867272 | DOLMIO RED LASAGNE SAUCE | 450 | GRM | -5.56% | £ 2.70 | £ 2.85 | -38.6% |
| 805542 | CT PORRIDGE OATS | 1 | KGM | £ 1.80 | GROCERY | 820014 | QUAKER OATS | 1 | KGM | 0.00% | £ 3.00 | £ 3.00 | -40.0% |
| 149652 | CT PINK SALMON | 213 | GRM | £ 2.40 | GROCERY | 403990 | J/WEST PINK SALMON | 213 | GRM | 0.00% | £ 4.00 | £ 4.00 | -40.0% |

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| 614239 | CT BAKED BEANS | 420 | GRM | £ 0.85 | GROCERY | 219739 | HEINZ BEANZ | 415 | GRM | -1.20% | £ 1.40 | £ 1.42 | -40.0% |
| 864555 | CT EXPRESS EGG FRIED RICE | 250 | GRM | £ 0.95 | GROCERY | 846646 | BENS ORIGINAL EGG FRIED RICE | 220 | GRM | -13.64% | £ 1.40 | £ 1.59 | -40.3% |
| 824139 | CT BABY WIPES | 64 | PCE | £ 0.95 | GROCERY | 832605 | PAMPERS BABY WIPE | 52 | PK | -23.08% | £ 1.30 | £ 1.60 | -40.6% |
| 869286 | CT MILK CHOC DIGESTIVE | 300 | GRM | £ 1.50 | GROCERY | 871281 | MCV MILK CHOC DIGS PM2.25 | 266 | GRM | -12.78% | £ 2.25 | £ 2.54 | -40.9% |
| 149663 | CT RED SALMON | 213 | GRM | £ 3.15 | GROCERY | 777085 | J/WEST WILD RED SALMON | 213 | GRM | 0.00% | £ 5.50 | £ 5.50 | -42.7% |
| 290852 | CT VEGETABLE OIL | 1 | LTR | £ 2.20 | GROCERY | 697121 | CRISP N DRY | 1 | LTR | 0.00% | £ 3.85 | £ 3.85 | -42.9% |
| 600400 | CT SEVILLE MARMALADE | 454 | GRM | £ 1.20 | GROCERY | 849701 | ROBERTSONS GOLDEN SHRED MARMALADE | 454 | GRM | 0.00% | £ 2.10 | £ 2.10 | -42.9% |
| 681359 | CT THICK BLEACH ORIGINAL | 750 | MLS | £ 1.00 | GROCERY | 687358 | DOMESTOS BLEACH REGULAR | 750 | MLS | 0.00% | £ 1.75 | £ 1.75 | -42.9% |
| 675901 | CT PURE OLIVE OIL | 500 | MLS | £ 4.50 | GROCERY | 814796 | F BERIO PURE OLIVE OIL | 500 | MLS | 0.00% | £ 7.90 | £ 7.90 | -43.0% |
| 675941 | CT EXTRA VIRGIN OLIVE OIL | 500 | MLS | £ 4.50 | GROCERY | 814797 | F BERIO EX VIRGIN OLIVE OIL | 500 | MLS | 0.00% | £ 7.90 | £ 7.90 | -43.0% |
| 860140 | CT CAT FOOD CAN 6 PACK | 2400 | GRM | £ 4.00 | GROCERY | 559637 | CAT CLUB VARIETY JELLY 6PK | 2400 | GRM | 0.00% | £ 7.10 | £ 7.10 | -43.7% |
| 845367 | CT DOG FOOD CHICKEN JELLY | 400 | GRM | £ 0.90 | GROCERY | 799708 | PEDIGREE ORIGINAL DOG FOOD | 400 | GRM | 0.00% | £ 1.60 | £ 1.60 | -43.8% |
| 845626 | CT DOG FOOD BEEF & GRAVY | 400 | GRM | £ 0.90 | GROCERY | 799708 | PEDIGREE ORIGINAL DOG FOOD | 400 | GRM | 0.00% | £ 1.60 | £ 1.60 | -43.8% |
| 860137 | CT FRAGRANCED BABY WIPES | 64 | PK | £ 0.90 | GROCERY | 832605 | PAMPERS BABY WIPE | 52 | PK | -23.08% | £ 1.30 | £ 1.60 | -43.8% |
| 823099 | CT TUNA CHUNKS IN BRINE | 145 | GRM | £ 1.60 | GROCERY | 158894 | J/WEST TUNA CHUNKS BRINE | 145 | GRM | 0.00% | £ 2.85 | £ 2.85 | -43.9% |
| 823351 | CT TUNA IN SUNFLOWER OIL | 145 | GRM | £ 1.60 | GROCERY | 158897 | J/WEST TUNA CHUNKS OIL | 145 | GRM | 0.00% | £ 2.85 | £ 2.85 | -43.9% |
| 859561 | CT OATIE BISCUITS | 300 | GRM | £ 1.10 | GROCERY | 871125 | MCVITIES HOBNOBS PM1.69 | 255 | GRM | -17.65% | £ 1.69 | £ 1.99 | -44.7% |
| 854730 | CT RICH TEA BISCUITS | 300 | GRM | £ 1.10 | GROCERY | 871123 | MCVITIES RICH TEA PM1.99 | 300 | GRM | 0.00% | £ 1.99 | £ 1.99 | -44.7% |
| 863018 | CT SMOOTH PEANUT BUTTER | 340 | GRM | £ 1.75 | GROCERY | 869193 | SUNPAT SMOOTH PEANUT BUTTER | 300 | GRM | -13.33% | £ 2.80 | £ 3.17 | -44.9% |
| 145054 | CT RICE KRUNCHIES | 440 | GRM | £ 2.00 | GROCERY | 874354 | KELLOGGS RICE KRISPIES PM3.69 | 430 | GRM | -2.33% | £ 3.69 | £ 3.78 | -47.0% |
| 159950 | CT SPECIAL FLAKES | 500 | GRM | £ 2.10 | GROCERY | 874355 | KELLOGGS SPECIAL K PM3.49 | 440 | GRM | -13.64% | £ 3.49 | £ 3.97 | -47.0% |
| 864574 | CT TUNA CHUNKS IN SPRING WATER | 145 | GRM | £ 1.50 | GROCERY | 158894 | J/WEST TUNA CHUNKS BRINE | 145 | GRM | 0.00% | £ 2.85 | £ 2.85 | -47.4% |
| 727631 | CT CHOPPED TOMATOES | 400 | GRM | £ 0.75 | GROCERY | 831191 | ROMA CHOPPED TOMATOES | 400 | GRM | 0.00% | £ 1.45 | £ 1.45 | -48.3% |
| 747042 | CT TABLE SALT | 750 | GRM | £ 1.00 | GROCERY | 620650 | SAXA TABLE SALT | 750 | GRM | 0.00% | £ 1.95 | £ 1.95 | -48.7% |
| 859559 | CT CORNFLAKES | 500 | GRM | £ 1.95 | GROCERY | 874350 | KELLOGGS CORNFLAKES PM3.49 | 450 | GRM | -11.11% | £ 3.49 | £ 3.88 | -49.7% |
| 676001 | CT DIGESTIVE BISCUITS | 400 | GRM | £ 1.10 | GROCERY | 871124 | MCVITIES ORIG DIGS PM1.99 | 360 | GRM | -11.11% | £ 1.99 | £ 2.21 | -50.3% |
| 869349 | CT COMP CHICKEN & VEG DOG FOOD | 3 | KGM | £ 5.75 | GROCERY | 860913 | BAKERS MEATY MEALS CHICKEN | 2.7 | KGM | -11.11% | £ 10.50 | £ 11.67 | -50.7% |
| 824718 | CT 24 WHEAT BISCUITS | 480 | GRM | £ 2.50 | GROCERY | 867695 | WEETABIX 24PK | 430 | GRM | -11.63% | £ 4.60 | £ 5.13 | -51.3% |
| 823469 | CT CHOCOLATE CHIP COOKIES | 150 | GRM | £ 1.10 | GROCERY | 848129 | FOXES MILK CHOC COOKIES | 180 | GRM | 16.67% | £ 2.75 | £ 2.29 | -52.0% |
| 874986 | CT NON-CLUMPING CAT LITTER 5LT | 5 | LTR | £ 2.25 | GROCERY | 857029 | CATSAN HYGIENE CAT LITTER | 5 | LTR | 0.00% | £ 4.75 | £ 4.75 | -52.6% |
| 821706 | CT KETCHUP | 470 | GRM | £ 1.40 | GROCERY | 427057 | HEINZ TOMATO KETCHUP TOP DOWN | 460 | GRM | -2.17% | £ 3.00 | £ 3.07 | -54.3% |
| 854052 | CT MILK CHOCOLATE RICE CAKES | 100 | GRM | £ 1.35 | GROCERY | 680205 | KELKIN CHOC COVERED R/CAKE | 100 | GRM | 0.00% | £ 3.70 | £ 3.70 | -63.5% |
| 853790 | CT YOGURT RICE CAKES | 100 | GRM | £ 1.35 | GROCERY | 807519 | KELKIN TRIPLE BERRY RICE CAKES | 100 | GRM | 0.00% | £ 3.70 | £ 3.70 | -63.5% |
| 153257 | CT NAS SUMMER FRUIT SQUASH | 1 | LTR | £ 1.00 | GROCERY | 633880 | ROBINSONS NAS APPLE & B/CURRANT | 1 | LTR | 0.00% | £ 2.90 | £ 2.90 | -65.5% |
| 153255 | CT NAS ORANGE SQUASH | 1 | LTR | £ 1.00 | GROCERY | 633890 | ROBINSONS NAS ORANGE & PINEAPPLE | 1 | LTR | 0.00% | £ 2.90 | £ 2.90 | -65.5% |
| 860805 | CT ROAST CHICKEN PIECES | 150 | GRM | £ 2.95 | PROVISIONS | 851298 | G/FARM CHICKEN PIECES | 120 | GRM | -25.00% | £ 3.20 | £ 4.00 | -26.3% |
| 787496 | CT 6 SNACK SAUSAGE ROLL | 216 | GRM | £ 1.80 | PROVISIONS | 146761 | MCCOLGANS 16 COCKTAIL SAUSAGE ROLLS | 288 | GRM | 25.00% | £ 3.35 | £ 2.51 | -28.4% |
| 867904 | CT CARVED ROAST TURKEY | 100 | GRM | £ 2.45 | PROVISIONS | 859616 | G/FARM TURKEY BREAST SLICES | 90 | GRM | -11.11% | £ 3.25 | £ 3.61 | -32.2% |
| 867903 | CT CARVED ROAST CHICKEN | 120 | GRM | £ 2.30 | PROVISIONS | 859617 | G/FARM CHICKEN BREAST SLICES | 100 | GRM | -20.00% | £ 3.25 | £ 3.90 | -41.0% |
| 867758 | CT BIG BUY CRUMBED HAM | 320 | GRM | £ 2.80 | PROVISIONS | 822779 | C/TOWN DELI CRUMBED HAM | 320 | GRM | 0.00% | £ 5.00 | £ 5.00 | -44.0% |

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| 822827 | CT COLESLAW | 250 | GRM | £ 1.59 | PROVISIONS | 822644 | CK COLESLAW | 227 | GRM | -10.13% | £ 2.70 | £ 2.97 | -46.5% |