

### Centra Own Brand v Brand Product Comparison Listing

*Prices to be effective in Centra stores from 15th February to 7th March 2026*

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%
149707	CT FETA	200	GRM	£ 2.30	DAIRY	807511	YAMMAS GREEK FETA	200	GRM	0.00%	£ 2.90	£ 2.90	-20.7%
150648	CT MEDIUM WHITE GRATED CHEESE	200	GRM	£ 2.10	DAIRY	242477	COLERAINE GRATED CHEDDAR MED	200	GRM	0.00%	£ 3.20	£ 3.20	-34.4%
854929	CT GRATED MOZZARELLA	200	GRM	£ 2.00	DAIRY	844398	DEWLAY GRATED MOZZARELLA	160	GRM	-25.00%	£ 2.65	£ 3.31	-39.6%
860679	CT PROTEIN MILK	500	MLS	£ 1.00	DAIRY	809364	AVONMORE PROTEIN MILK	500	MLS	0.00%	£ 1.90	£ 1.90	-47.4%
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%
743643	CT SPICY WEDGES	750	GRM	£ 2.15	FROZEN FOODS	726141	GREEN ISLE SPICY WEDGES	600	GRM	-25.00%	£ 3.00	£ 3.75	-42.7%
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%
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%
844711	CT ORIGINAL PASTA SAUCE	460	GRM	£ 1.85	GROCERY	867278	DOLMIO ORIGINAL BOLOGNESE	450	GRM	-2.22%	£ 2.60	£ 2.66	-30.4%
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%
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%
149504	CT DOGFOOD CANS 6PK	2400	GRM	£ 4.55	GROCERY	335036	PEDIGREE GRAVY LAMB&PLTY 6PK	2400	GRM	0.00%	£ 6.95	£ 6.95	-34.5%
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%
860998	CT UNSWEETENED ALMOND MILK	1	LTR	£ 1.45	GROCERY	157774	ALPRO ALMOND MILK UNSWEETENED	1	LTR	0.00%	£ 2.30	£ 2.30	-37.0%
860995	CT CALCIUM OAT MILK	1	LTR	£ 1.45	GROCERY	844101	ALPRO OAT MILK UNSWEETENED	1	LTR	0.00%	£ 2.30	£ 2.30	-37.0%
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%
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%

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
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%
853661	CT MILK CHOC FINGERS 8PK	168	GRM	£ 1.95	GROCERY	874081	KITKAT 2F MILK CHOC 8PK	165.6	GRM	-1.45%	£ 3.30	£ 3.35	-41.8%
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%
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%
860176	CT GOLD TEA BAGS 80S	232	GRM	£ 2.00	GROCERY	633200	PUNJANA TEA BAGS 80PK	250	GRM	7.20%	£ 3.85	£ 3.57	-44.0%
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%
845367	CT DOG FOOD CHICKEN JELLY	400	GRM	£ 0.90	GROCERY	799708	PEDIGREE ORIGINAL DOG FOOD	400	GRM	0.00%	£ 1.65	£ 1.65	-45.5%
845626	CT DOG FOOD BEEF & GRAVY	400	GRM	£ 0.90	GROCERY	799708	PEDIGREE ORIGINAL DOG FOOD	400	GRM	0.00%	£ 1.65	£ 1.65	-45.5%
853662	CT CHOC WAFER BARS 9PK	172.8	GRM	£ 1.85	GROCERY	874081	KITKAT 2F MILK CHOC 8PK	165.6	GRM	-4.35%	£ 3.30	£ 3.44	-46.3%
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	FOXS 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	£ 3.00	PROVISIONS	851298	G/FARM CHICKEN PIECES	120	GRM	-25.00%	£ 3.20	£ 4.00	-25.0%
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%
822827	CT COLESLAW	250	GRM	£ 1.59	PROVISIONS	822644	CK COLESLAW	227	GRM	-10.13%	£ 2.70	£ 2.97	-46.5%