

SN PRICE CHECK: Washington D.C.

Walmart, Safeway stand out

Walmart was a clear winner in terms of pricing, Safeway was just as clearly the winner in terms of store appearance and ease of shopping in a mystery shop conducted over the course of three different weeks in the Washington, D.C., area in January and February. Walmart had the least expensive overall basket of 20 SKUs in each of the three weeks, and also had by far the most lowest-priced items. Likewise, Safeway beat out Food Lion, Giant Food and Walmart in terms of non-price attributes measured in each of the three weeks.

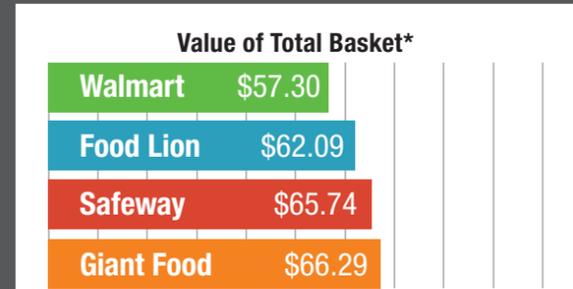
SOURCE: Brand View and RetailData

WHO SCORED BEST

	Week 1	Week 2	Week 3
Least Expensive Basket	WALMART	WALMART	WALMART
Most Lowest-Priced Items	WALMART	WALMART	WALMART
Store Appearance	SAFEWAY	SAFEWAY	SAFEWAY
Ease of Shopping	SAFEWAY	SAFEWAY	SAFEWAY

Price Matchup

Walmart beat Food Lion by almost \$5 in week three. (Week 3)



* Based on a 20-SKU basket purchased in the Washington, D.C., market during the week of Feb. 24

Most Lowest-Priced Items*



* Based on baskets purchased during the week of Feb. 24. In the case of a tie, both retailers were credited with having the least expensive item.

ITEM PRICE COMPARISON

(Six of the 20 SKUs compared)

	SAFEWAY			GIANT FOOD			WALMART			FOOD LION		
	WEEK 1	WEEK 2	WEEK 3	WEEK 1	WEEK 2	WEEK 3	WEEK 1	WEEK 2	WEEK 3	WEEK 1	WEEK 2	WEEK 3
Diet Sierra Mist/2L bottle	\$0.99	\$0.99	\$0.99	\$1.50	\$1.99	\$1.50	\$1.38	\$1.38	\$1.38	\$1.66	\$1.66	\$1.66
Pillsbury Original Crescent Rolls/8 oz.	\$2.99	\$2.99	\$2.50	\$2.69	\$2.69	\$2.69	\$1.78	\$1.78	\$2.00	\$2.00	\$2.00	\$2.50
Russet Potatoes/5 lb.	\$2.99	\$2.99	\$3.49	\$3.99	\$3.99	\$3.99	\$2.97	\$2.97	\$2.97	\$2.99	\$2.99	\$2.99
Kellogg's Corn Flakes/18 oz.	\$3.99	\$2.99	\$3.99	\$3.99	\$3.99	\$3.99	\$2.96	\$2.96	\$2.96	\$3.49	\$3.49	\$3.49
Healthy Choice Asian Inspired Café Steamers, Sweet Sesame Chicken/10.3 oz.	\$3.69	\$3.69	\$2.50	\$3.19	\$2.50	\$2.50	\$2.25	\$2.57	\$2.57	\$2.69	\$2.69	\$2.69
Cupcake Wine-Chardonnay/750 ML	\$7.98	\$7.98	\$7.98	\$9.99	\$8.99	\$8.99	\$8.97	\$9.97	\$8.97	\$9.99	\$9.99	\$9.99
Dove Deep Moisture Nourishing Body Wash/24 oz.	\$6.99	\$6.99	\$6.99	\$5.99	\$5.99	\$5.99	\$5.47	\$5.47	\$5.47	\$7.99	\$5.99	\$5.99
Lean Cuisine Traditional Pepperoni Pizza/6 oz.	\$3.29	\$2.50	\$3.29	\$2.50	\$3.19	\$3.19	\$2.68	\$2.68	\$2.68	\$2.59	\$2.50	\$2.59
Gerber Oatmeal Cereal for Baby-Single Grain/8 oz.	\$1.99	\$1.99	\$1.99	\$2.15	\$2.15	\$2.15	\$1.96	\$1.96	\$1.96	\$2.29	\$2.29	\$2.29
Kraft Mayonnaise/30 oz.	\$1.99	\$5.29	\$4.44	\$5.29	\$5.29	\$5.29	\$2.98	\$2.98	\$2.98	\$3.00	\$3.99	\$3.99
Minute Maid Premium Fruit Punch/59 oz.	\$1.99	\$1.99	\$1.99	\$1.65	\$1.65	\$1.65	\$1.88	\$1.88	\$1.88	\$1.50	\$1.50	\$1.79
Lays Baked Potato Chips/9 oz.	\$2.50	\$2.50	\$2.50	\$3.29	\$3.29	\$3.00	\$3.48	\$2.98	\$3.50	\$3.99	\$3.99	\$2.99
Ragu Old World Style Traditional Pasta Sauce/26 oz.	\$1.50	\$1.99	\$1.99	\$1.99	\$2.39	\$2.39	\$1.68	\$1.68	\$1.68	\$1.50	\$1.99	\$1.99
Kikkoman Soy Sauce/10 oz.	\$2.29	\$2.29	\$2.59	\$2.00	\$2.50	\$2.29	\$1.74	\$1.74	\$1.74	\$1.99	\$1.99	\$1.99
Jello Gelatin-Strawberry/3 oz.	\$1.09	\$1.09	\$1.09	\$0.89	\$0.89	\$0.89	\$0.74	\$0.74	\$0.74	\$0.79	\$0.78	\$0.79
Nabisco Nilla Wafers/11 oz.	\$3.99	\$3.99	\$3.99	\$3.69	\$3.69	\$3.00	\$3.18	\$3.18	\$3.18	\$3.49	\$3.49	\$2.99
V8 100% Vegetable Juice 6 Pack of Cans/6 - 5.5 oz.	\$3.10	\$3.10	\$3.10	\$3.00	\$3.00	\$3.00	\$2.98	\$2.98	\$2.98	\$3.49	\$3.49	\$3.49
McCormick Ground Pure Black Pepper/4 oz.	\$4.59	\$4.59	\$4.59	\$2.99	\$2.99	\$3.89	\$3.18	\$3.18	\$3.18	\$2.99	\$2.99	\$3.29
Yoplait Original Harvest Peach Yogurt/6 oz.	\$0.75	\$0.75	\$0.75	\$1.25	\$1.25	\$1.25	\$0.60	\$0.60	\$0.60	\$0.60	\$0.50	\$0.60
Haagen-Dazs Mango Sorbet/14 oz.	\$4.99	\$4.99	\$4.99	\$4.65	\$4.65	\$4.65	\$3.88	\$3.88	\$3.88	\$3.99	\$3.99	\$3.99
PRICE TOTAL	\$63.68	\$65.68	\$65.74	\$66.68	\$67.07	\$66.29	\$56.74	\$57.56	\$57.30	\$63.02	\$63.20	\$62.09

Items collected in the Washington, D.C., market during the weeks of Jan. 27, Feb. 10 and Feb. 24 at stores within a 20-minute drive of a central location. Includes promotional pricing where applicable.

OUR METHODOLOGY: Every two weeks, RetailData representatives visit 13 stores in five different regions of the country, collecting the prices of 20 products in a typical weekly shopping trip. Representatives also score stores on appearance, ease of shopping and overall customer experience. The results are integrated into Brand View analytics to assess performance on each of the criteria. SN will focus on a single U.S. region in each issue of its print edition, and in the near future will present more extensive findings across the regions at supermarketnews.com. Brand View is a market-leading international price and promotions intelligence analytics tool. RetailData is a leader in competitive retail intelligence and a single source of "all things price."

