



SN PRICE CHECK: Washington D.C.

Walmart dominates in D.C.

Walmart was the price leader, and Safeway, a standout in customer service during mystery shops conducted in the nation's capital during the weeks of April 7, April 21 and May 5. Giant Food and Food Lion were also recognized for "Store Appearance" and "Ease of Shopping."

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 GIANT FOOD FOOD LION
Ease of Shopping	SAFEWAY	SAFEWAY GIANT FOOD FOOD LION	SAFEWAY GIANT FOOD FOOD LION

Price Matchup

Walmart's basket was \$10 less expensive than its closest price competitor (Week 3)



* Based on a 20-SKU basket purchased in the Atlanta market during the week of May 5

Most Lowest-Priced Items*



* Based on baskets purchased during the week of May 5. In the case of a tie, both retailers were credited with having the least expensive item.

ITEM PRICE COMPARISON

PRODUCT NAME*	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
Eight O'Clock Original Ground Coffee/12 oz.	\$7.29	\$4.99	\$4.99	\$6.29	\$5.99	\$5.99	\$4.98	\$4.98	\$4.68	\$4.49	\$6.29	\$6.29
Lean Cuisine Traditional Pepperoni Pizza/6 oz.	\$3.29	\$3.00	\$2.49	\$2.50	\$2.50	\$3.19	\$2.68	\$2.68	\$2.68	\$2.59	\$2.59	\$2.00
Rice-a-Roni Chicken and Broccoli Rice Mix/4.9 oz.	\$0.99	\$1.49	\$1.00	\$1.29	\$1.29	\$0.88	\$1.00	\$1.00	\$1.00	\$1.29	\$1.00	\$1.29
Purina Complete Cat Chow Dry Food/3.5 lb.	\$4.99	\$4.99	\$4.99	\$5.29	\$5.29	\$5.00	\$4.88	\$4.88	\$4.88	\$5.69	\$5.69	\$5.69
Kashi Go Lean Crunch Cereal/15 oz.	\$3.99	\$3.99	\$3.99	\$3.00	\$3.00	\$3.00	\$2.98	\$3.12	\$2.98	\$3.79	\$2.99	\$3.79
Nestle Tollhouse Semi Sweet Chocolate Chips/12 oz.	\$2.50	\$3.00	\$2.22	\$3.29	\$2.50	\$3.29	\$2.50	\$2.50	\$2.50	\$2.49	\$2.49	\$2.49
Aunt Jemima Original Pancake Mix/32 oz.	\$3.69	\$3.69	\$3.69	\$3.19	\$3.19	\$3.19	\$2.54	\$2.54	\$2.38	\$2.49	\$2.49	\$2.49
Dawn Original Dishwashing Liquid/24 oz.	\$3.79	\$3.79	\$3.79	\$3.59	\$3.59	\$2.99	\$2.63	\$2.63	\$2.63	\$2.89	\$2.89	\$2.89
Eggo Homestyle Frozen Waffles/12.3 oz.	\$1.99	\$2.50	\$2.99	\$2.50	\$2.79	\$2.79	\$2.38	\$2.38	\$2.00	\$2.50	\$2.50	\$2.50
Kikkoman Soy Sauce/10 oz.	\$2.59	\$2.29	\$2.29	\$2.29	\$2.29	\$2.29	\$1.74	\$1.74	\$1.74	\$1.89	\$1.89	\$1.99
Jello No Bake Cherry Cheesecake Dessert Kit	\$3.49	\$3.49	\$3.49	\$2.99	\$2.99	\$2.99	\$3.09	\$3.09	\$2.48	\$2.99	\$2.99	\$2.99
Nabisco Oreos/15.5 oz.	\$3.69	\$3.00	\$3.69	\$4.45	\$3.00	\$3.00	\$2.98	\$2.98	\$2.98	\$2.99	\$2.50	\$2.99
Gillette Custom Ultragrip Disposable Razors/12 count	\$6.99	\$9.99	\$9.99	\$9.29	\$7.99	\$7.99	\$8.47	\$8.47	\$7.97	\$8.69	\$8.69	\$8.69
McCormick Vanilla Extract/2 oz.	\$7.99	\$7.49	\$7.49	\$7.69	\$7.69	\$7.69	\$4.64	\$4.64	\$4.12	\$4.19	\$4.19	\$4.39
Yoplait Harvest Peach Original Yogurt/6 oz.	\$0.50	\$0.50	\$0.75	\$0.80	\$0.50	\$0.80	\$0.60	\$0.60	\$0.60	\$0.60	\$0.60	\$0.89
Popsicle Rainbow Pops/24 count	\$3.99	\$3.99	\$3.99	\$3.99	\$3.99	\$2.99	\$3.50	\$3.50	\$3.92	\$3.59	\$3.59	\$3.59
Beringer White Zinfandel/1500 ml	\$9.90	\$10.99	\$10.99	\$10.99	\$9.99	\$10.99	\$8.97	\$8.97	\$8.94	\$10.99	\$10.99	\$10.99
Neosporin Maximum Strength and Pain Relief Ointment/5 oz.	\$6.49	\$6.49	\$6.49	\$3.99	\$3.99	\$3.99	\$3.97	\$4.17	\$3.97	\$5.49	\$5.19	\$5.99
Arizona Diet Green Tea/128 oz.	\$3.00	\$2.50	\$3.00	\$2.50	\$2.50	\$2.50	\$2.78	\$2.78	\$2.98	\$2.99	\$2.99	\$2.99
Egglands Best Extra Large Eggs/12 count	\$3.99	\$3.99	\$3.49	\$3.59	\$3.79	\$3.79	\$2.78	\$2.78	\$2.78	\$3.69	\$3.69	\$3.69
PRICE TOTAL	\$85.14	\$86.16	\$85.81	\$83.51	\$78.86	\$79.34	\$70.09	\$70.43	\$68.21	\$76.32	\$76.24	\$78.62

Items from a 20-SKU basket collected in the Atlanta market during the weeks of March 24, April 7 and April 21. 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."

