

SN PRICE CHECK: Houston

Service scores bigger in Texas

Walmart and H-E-B were close price competitors during mystery shops conducted in Houston at a Walmart, H-E-B, Randalls and Kroger store over three weeks, beginning March 10. In an SN Price Check first, all four retailers earned perfect customer service scores, with mystery shoppers deeming the ease of shopping and cleanliness of locations "excellent."

SOURCE: Brand View and RetailData

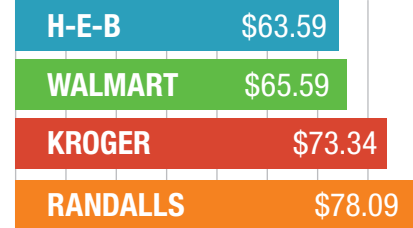
WHO SCORED BEST

	Week 1	Week 2	Week 3
Least Expensive Basket	WALMART	WALMART	H-E-B
Most Lowest-Priced Items	WALMART	WALMART	H-E-B
Store Appearance	FOUR-WAY TIE	FOUR-WAY TIE	FOUR-WAY TIE
Ease of Shopping	FOUR-WAY TIE	FOUR-WAY TIE	FOUR-WAY TIE

Price Matchup

H-E-B's basket cost just \$2 less than Walmart's (Week 3)

Value of Total Basket*



* Based on a 20-SKU basket purchased in the Houston market during the week of April 7.

Most Lowest-Priced Items*



Based on baskets purchased during the week of April 7. In the case of a tie, both retailers were credited with having the least expensive item.

ITEM PRICE COMPARISON

PRODUCT NAME*	WALMART			RANDALLS			H-E-B			KROGER		
	WEEK 1	WEEK 2	WEEK 3	WEEK 1	WEEK 2	WEEK 3	WEEK 1	WEEK 2	WEEK 3	WEEK 1	WEEK 2	WEEK 3
Good and Plenty Fat Free Licorice/6 oz.	\$0.98	\$0.98	\$0.98	\$1.49	\$1.49	\$1.49	\$0.99	\$0.99	\$0.99	\$1.00	\$1.00	\$1.00
Dove Deep Moisture Nourishing Body Wash/24 oz.	\$5.47	\$5.47	\$5.47	\$6.99	\$6.99	\$6.99	\$6.28	\$6.28	\$5.99	\$5.99	\$5.99	\$5.99
Diet Mountain Dew 12-Pack Cans/12-12 oz.	\$3.98	\$4.28	\$4.28	\$4.99	\$4.99	\$5.99	\$4.00	\$2.97	\$2.97	\$3.66	\$3.66	\$3.33
Glad Cling Plastic Wrap	\$1.98	\$1.98	\$1.98	\$2.69	\$2.69	\$2.69	\$1.98	\$1.98	\$1.98	\$2.79	\$2.79	\$2.79
Stouffers Lasagna with Meat & Sauce/10.5 oz.	\$2.00	\$2.00	\$2.00	\$2.50	\$2.50	\$2.50	\$2.00	\$2.00	\$2.00	\$2.00	\$2.50	\$2.50
Gerber Single Grain Oatmeal Cereal for Baby/8 oz.	\$1.96	\$1.96	\$1.96	\$1.99	\$1.99	\$1.99	\$1.96	\$1.96	\$1.96	\$1.99	\$1.99	\$1.99
Gerber Graduates Lil Crunchies Baked Corn Snack Veggie Dip/1.48 oz.	\$1.98	\$1.98	\$1.98	\$2.00	\$2.00	\$2.00	\$1.98	\$1.98	\$1.98	\$2.00	\$2.09	\$2.09
Betty Crocker Chocolate Chip Cookie Mix/17.5 oz.	\$1.82	\$1.82	\$1.82	\$2.79	\$2.50	\$2.50	\$1.82	\$1.82	\$1.82	\$2.49	\$2.49	\$2.49
One a Day Women's Vitamins/100 count	\$6.97	\$6.97	\$6.97	\$10.99	\$7.99	\$7.99	\$7.97	\$7.97	\$6.96	\$6.99	\$8.59	\$8.59
Pillsbury Grands Cinnamon Rolls with Icing/17.5 oz.	\$2.76	\$3.28	\$3.28	\$3.99	\$2.50	\$3.99	\$2.76	\$2.76	\$2.76	\$3.79	\$3.79	\$3.79
Bud Light/12-12oz.	\$11.77	\$11.77	\$11.88	\$12.99	\$12.99	\$12.99	\$11.27	\$11.27	\$11.27	\$11.69	\$11.69	\$11.99
Green Giant Baby Brussel Sprouts with Butter Sauce/10 oz.	\$1.38	\$1.38	\$1.38	\$1.66	\$2.00	\$1.66	\$1.00	\$1.38	\$1.38	\$1.99	\$1.99	\$1.99
VO5 Extra Body Volumizing Shampoo with Collagen/15 oz.	\$0.84	\$0.84	\$0.84	\$0.99	\$0.99	\$0.99	\$0.84	\$0.84	\$0.84	\$0.89	\$0.89	\$0.89
Morton's Salt/26 oz.	\$0.62	\$0.62	\$0.62	\$0.75	\$0.75	\$0.75	\$0.62	\$0.62	\$0.62	\$0.62	\$0.62	\$0.62
Morningstar Farms Veggie Sausage Links/8 oz.	\$3.27	\$3.27	\$3.27	\$3.50	\$3.50	\$3.50	\$3.27	\$3.27	\$3.27	\$4.19	\$3.99	\$4.19
Aunt Jemima Original Pancake and Waffle Mix/32 oz.	\$2.22	\$2.22	\$2.22	\$3.59	\$3.59	\$3.59	\$2.99	\$2.99	\$2.22	\$2.50	\$2.50	\$2.79
Banquet Frozen Chicken Finger Meal/7.1 oz.	\$0.96	\$0.96	\$0.96	\$0.96	\$1.00	\$1.00	\$0.96	\$0.96	\$0.96	\$1.00	\$0.88	\$1.00
Huggies Little Movers Jumbo Pack Size 3/31 count	\$8.97	\$8.97	\$8.97	\$9.99	\$10.49	\$9.99	\$8.97	\$8.97	\$8.97	\$9.33	\$8.99	\$9.33
Bertolli Tomato and Basil Pasta Sauce/24 oz.	\$2.46	\$1.97	\$1.97	\$2.49	\$2.49	\$2.00	\$1.97	\$1.97	\$1.97	\$2.99	\$2.69	\$2.99
Kellogg's Corn Flakes/18 oz.	\$2.76	\$2.76	\$2.76	\$3.49	\$3.49	\$3.49	\$2.68	\$2.68	\$2.68	\$2.69	\$2.69	\$2.99
PRICE TOTAL	\$65.15	\$65.48	\$65.59	\$80.83	\$76.93	\$78.09	\$66.31	\$65.66	\$63.59	\$70.59	\$71.82	\$73.34

Items make up a 20-SKU basket collected in the Houston market during the weeks of March 10, March 24 and April 7 within a 30 minute drive of a central location. Includes promotional pricing were 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."

