

SN PRICE CHECK:
CLICK-AND-COLLECT

South Carolina Coast

Piggly Wiggly wins click-and-collect comparison vs. Lowes

A 20-SKU basket shopped for via a Piggly Wiggly in Myrtle Beach, S.C.'s click-and-collect service, was less expensive vs. the same basket purchased for store pickup at a nearby Lowes Foods store in Murrells Inlet, S.C., during two weeks of a three-week collection period. Factoring into basket totals are a \$4.95 service charge at Lowes Foods and a \$5 service charge at Piggly Wiggly.

SOURCE: Brand View

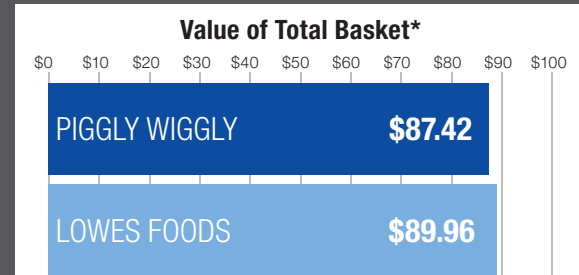
WHO SCORED BETTER

	WEEK 1	WEEK 2	WEEK 3
Less Expensive Basket	LOWES FOODS	PIGGLY WIGGLY	PIGGLY WIGGLY
More Lower-Priced Items	PIGGLY WIGGLY	PIGGLY WIGGLY	PIGGLY WIGGLY

Price Matchup

Piggly Wiggly's basket was slightly less expensive than Lowes Foods'

WEEK 3



* Based on a 20-SKU basket priced in Myrtle Beach and neighboring Murrells Inlet, S.C., during the week of Dec. 4. The Lowes Foods basket includes a \$4.95 service charge. The Piggly Wiggly basket includes a \$5 service charge.

More Lower-Priced Items*



* Based on baskets priced during the week of Dec. 4. Service charges didn't affect the More Lower-Priced Items tally. In the case of a tie, both retailers were credited with having the least expensive item.

ITEM PRICE COMPARISON

PRODUCT NAME*	LOWES FOODS			PIGGLY WIGGLY		
	WEEK 1	WEEK 2	WEEK 3	WEEK 1	WEEK 2	WEEK 3
ARNOLD HEALTHY MULTI-GRAIN BREAD/24 OZ.	\$2.15	\$2.15	\$3.99	\$3.29	\$3.29	\$3.29
BISQUICK ORIGINAL ALL PURPOSE BAKING MIX/40 OZ.	\$2.99	\$3.79	\$3.79	\$3.00	\$3.00	\$3.49
BLUE MOON BELGIAN WHITE ALE BOTTLES/12 OZ., 6-PACK	\$8.99	\$8.99	\$8.99	\$8.99	\$8.99	\$8.99
CHEERIOS TOASTED WHOLE GRAIN OAT CEREAL/18 OZ.	\$4.99	\$4.99	\$4.99	\$3.00	\$3.00	\$5.19
COCA COLA CLASSIC CANS/12 OZ., 12-PACK	\$4.99	\$4.99	\$4.99	\$4.00	\$4.00	\$4.00
CREST MINTY FRESH STRIPED WHITENING TOOTHPASTE PLUS SCOPE/6.2 OZ.	\$3.99	\$3.99	\$2.99	\$3.79	\$3.79	\$3.79
CRISCO PURE VEGETABLE OIL PLASTIC BOTTLE/48 OZ.	\$2.99	\$4.59	\$2.99	\$2.50	\$2.50	\$2.99
DOVE DEEP MOISTURE BEAUTY BODY WASH/22 OZ.	\$8.59	\$8.59	\$8.59	\$7.29	\$7.29	\$7.29
DOWNY CONCENTRATED ULTRA FABRIC SOFTENER CLEAN BREEZE/51 OZ.	\$5.49	\$5.49	\$6.39	\$6.29	\$6.29	\$6.29
GILLETTE FUSION HYDRA GEL ULTRA SENSITIVE WITH ALOE AND VITAMIN E/7 OZ.	\$4.49	\$4.49	\$3.49	\$4.79	\$4.79	\$4.79
HEINZ TOMATO KETCHUP/32 OZ.	\$3.29	\$3.29	\$3.59	\$3.29	\$3.29	\$3.29
KENS FOODS STEAK HOUSE BUTTERMILK RANCH DRESSING/16 OZ.	\$2.00	\$2.00	\$3.69	\$3.59	\$3.59	\$3.59
LYSOL ALL PURPOSE CLEANER TRIGGER SPRAY/32 OZ.	\$3.99	\$3.99	\$3.99	\$3.29	\$3.29	\$2.69
NABISCO PREMIUM ORIGINAL SALTINE CRACKERS/16 OZ.	\$3.25	\$3.25	\$3.49	\$3.39	\$3.39	\$3.39
OSCAR MAYER NATURALLY HARDWOOD SMOKED BACON/16 OZ.	\$4.99	\$4.99	\$6.99	\$7.99	\$7.99	\$7.99
PHILADELPHIA ORIGINAL CREAM CHEESE/8 OZ.	\$1.50	\$1.50	\$2.79	\$1.50	\$1.50	\$1.50
PILLSBURY ORIGINAL CRESCENT ROLLS/8 OZ.	\$2.00	\$2.00	\$2.79	\$1.67	\$1.67	\$2.69
SECRET POWDER FRESH INVISIBLE SOLID ANTIPERSPIRANT DEODORANT/2.6 OZ.	\$2.99	\$2.99	\$2.99	\$2.50	\$2.50	\$2.99
SWANSON CHICKEN BROTH/32 OZ.	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.99
TRIDENT BUBBLE GUM SUGAR FREE/18 PIECES	\$1.49	\$1.49	\$1.49	\$1.19	\$1.19	\$1.19
BASKET CHARGE	\$77.16	\$79.56	\$85.01	\$77.35	\$77.35	\$82.42
SERVICE CHARGE	\$4.95	\$4.95	\$4.95	\$5.00	\$5.00	\$5.00
FINAL TOTAL	\$82.11	\$84.51	\$89.96	\$82.35	\$82.35	\$87.42

* Items represent a 20-SKU basket for which store pick-up prices were collected online during the weeks of Nov. 20, Nov. 27 and Dec. 4.

OUR METHODOLOGY: Brand View — a market-leading international price and promotions intelligence analytics tool — captures the pricing and promotions of products for retailers offering a click-and-collect grocery service, on a daily basis. The data is sourced from these retailers' websites at different store locations. Every three weeks, the pricing of a basket of 20 items is compared between two retailer for stores within the same or nearby ZIP codes. SN will focus on a single U.S. region in each issue of its print edition, and will feature more extensive pricing information online.

BrandView