

**SN PRICE CHECK:**  
CLICK-AND-COLLECT

## Minneapolis

# Coborn's sweeps click-and-collect contest with Lunds & Byerly's

A 20-SKU basket shopped for via the click-and-collect service at a Coborn's in Minneapolis and Lunds & Byerly's 15 miles away in Maple Grove, Minn., was less expensive at Coborn's each week of a three-week collection period. Factoring into the Lunds & Byerly's basket totals was a \$4.95 service charge, but at Coborn's, grocery pick-up is free with a minimum basket total of \$25.

SOURCE: Brand View

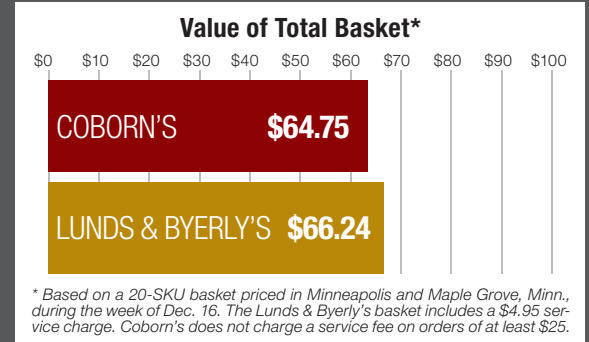
## WHO SCORED BETTER

	WEEK 1	WEEK 2	WEEK 3
Less Expensive Basket	COBORN'S	COBORN'S	COBORN'S
More Lower-Priced Items	LUNDS & BYERLY'S	LUNDS & BYERLY'S	LUNDS & BYERLY'S

## Price Matchup

The Coborn's basket was slightly less expensive than the Lunds & Byerly's basket.

WEEK 3



## Most Lower-Priced Items\*



## ITEM PRICE COMPARISON

PRODUCT NAME*	LOWES FOODS			PIGGLY WIGGLY		
	WEEK 1	WEEK 2	WEEK 3	WEEK 1	WEEK 2	WEEK 3
BETTY CROCKER FUDGE BROWNIE MIX/18.3 OZ.	\$2.89	\$2.89	\$2.89	\$2.37	\$2.37	\$2.37
BIRDS EYE STEAMFRESH PREMIUM SELECTS WHOLE GREEN BEANS/12 OZ.	\$2.99	\$2.99	\$2.99	\$2.19	\$2.19	\$2.19
CHEEZ-IT BAKED SNACK CRACKERS/12.4 OZ.	\$4.69	\$4.69	\$4.69	\$4.69	\$4.69	\$4.69
CLAUSSEN KOSHER DILL PICKLE SPEARS/24 OZ.	\$4.19	\$4.19	\$4.19	\$4.13	\$4.13	\$3.59
FEBREZE AIR EFFECTS LINEN AND SKY AIR FRESHENER/9.7 OZ.	\$3.44	\$3.44	\$3.44	\$3.69	\$3.69	\$3.69
HERSHEYS THREE MUSKETEERS FUN SIZE BARS/11 OZ.	\$4.29	\$4.29	\$4.29	\$4.39	\$4.39	\$4.39
I CAN'T BELIEVE IT'S NOT BUTTER SPREAD LIGHT TUB/15 OZ.	\$3.79	\$3.79	\$3.79	\$2.50	\$3.79	\$3.79
KLEENEX ULTRA SOFT FACIAL TISSUE/75 COUNT	\$2.19	\$2.19	\$2.19	\$2.09	\$2.09	\$2.09
LEAN CUISINE ONE DISH FAVORITES ENCHILADA SUIZA CHICKEN WITH MEXICAN STYLE RICE/9 OZ	\$3.19	\$2.00	\$3.19	\$3.19	\$3.19	\$3.19
MORTON SALT/26 OZ.	\$1.09	\$1.09	\$1.09	\$0.99	\$0.99	\$0.99
OLD EL PASO TRADITIONAL REFRIED BEANS/16 OZ.	\$1.69	\$1.69	\$1.69	\$1.43	\$1.43	\$1.43
PILLSBURY GRANDS! BUTTER TASTIN HOMESTYLE BISCUITS/16.3 OZ.	\$2.69	\$2.69	\$2.19	\$2.59	\$2.59	\$2.00
QUAKER INSTANT OATMEAL BROWN SUGAR DINOSAUR EGGS/14 OZ.	\$3.95	\$3.95	\$3.95	\$3.69	\$3.69	\$3.69
SCOPE ORIGINAL MINT MOUTHWASH/33.8 OZ.	\$4.99	\$4.99	\$4.99	\$4.99	\$4.99	\$4.99
SHOUT STAIN REMOVER TRIGGER BOTTLE/22 OZ.	\$3.83	\$3.83	\$3.83	\$3.79	\$3.79	\$3.79
STARKIST SOLID WHITE ALBACORE TUNA IN WATER/5 OZ.	\$2.29	\$2.29	\$2.29	\$2.35	\$2.35	\$1.99
STONYFIELD FARM ORGANIC WHOLE MILK PLAIN YOGURT/32 OZ.	\$4.99	\$4.99	\$4.99	\$4.69	\$4.69	\$4.69
THOMAS' PLAIN BAGEL THINS/13 OZ.	\$3.99	\$3.99	\$3.99	\$3.99	\$3.99	\$3.99
WELCH'S FROZEN 100% GRAPE JUICE CONCENTRATE/11.5 OZ.	\$2.59	\$2.59	\$2.59	\$2.49	\$2.49	\$2.49
YOPLAIT GREEK 100 CALORIES KEY LIME/5.3 OZ.	\$1.49	\$1.49	\$1.49	\$1.25	\$1.25	\$1.25
<b>BASKET TOTAL</b>	<b>\$65.25</b>	<b>\$64.06</b>	<b>\$64.75</b>	<b>\$61.49</b>	<b>\$62.78</b>	<b>\$61.29</b>
<b>SERVICE CHARGE</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>\$4.95</b>	<b>\$4.95</b>	<b>\$4.95</b>
<b>TOTAL CHARGE</b>	<b>\$65.25</b>	<b>\$64.06</b>	<b>\$64.75</b>	<b>\$66.44</b>	<b>\$67.73</b>	<b>\$66.24</b>

\* Items represent 20 SKUs of a 20-SKU basket for which store pickup prices were collected online during the weeks of Dec. 2, Dec. 9 and Dec. 16.

**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**