

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

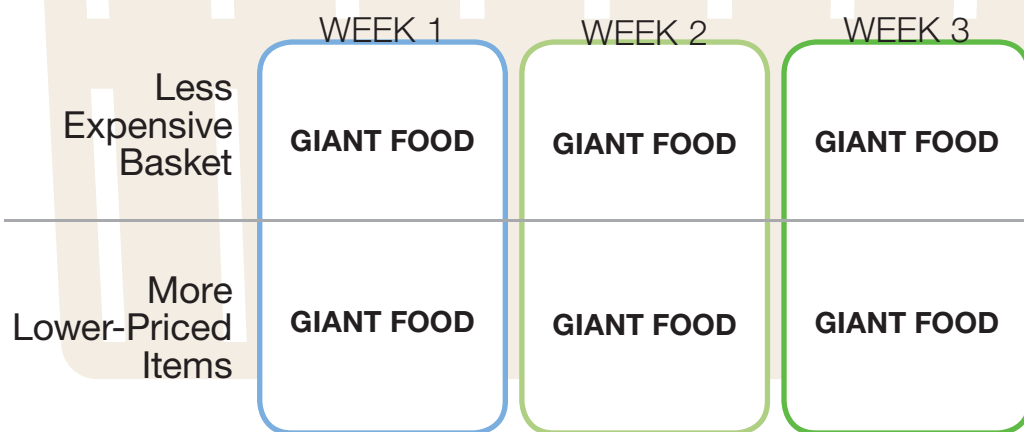
**Ashburn, Va.**

## Giant Food has cheaper basket totals in click-and-collect contest

A 20-SKU basket shopped via the click-and-collect service at a Giant Food (fulfilled by Peapod) in Ashburn, Va., was less expensive than a nearby Harris Teeter during three separate shopping periods. Neither retailer charged a service fee. Ashburn is a Northern Virginia community located 30 miles west of Washington, D.C., and part of the Washington Metropolitan Area.

SOURCE: Brand View

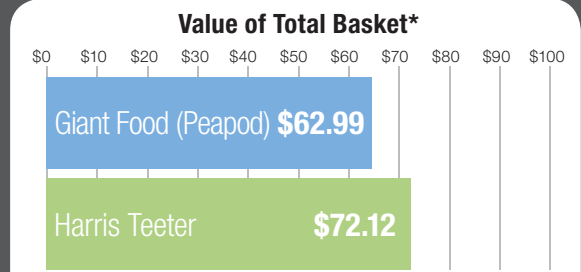
### WHO SCORED BETTER



### Price Matchup

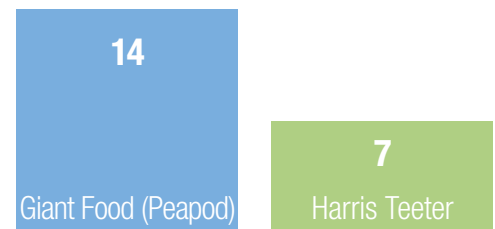
The Giant Food (Peapod) basket was about \$9 cheaper than the Harris Teeter basket

WEEK 3



\*Based on a 20-SKU basket priced in Ashburn, Va., during the week of Feb. 23

### Most Lower-Priced Items\*



\*Based on baskets priced the week of Feb. 23.

### ITEM PRICE COMPARISON

PRODUCT NAME	GIANT FOOD (PEAPOD)			HARRIS TEETER		
	WEEK 1	WEEK 2	WEEK 3	WEEK 1	WEEK 2	WEEK 3
ARNOLD SELECT WHITE HOT DOG BUNS/14 OZ.	\$3.69	\$3.69	\$3.69	\$3.69	\$3.69	\$3.69
BIRDS EYE STEAMFRESH BROCCOLI/10.9 OZ.	\$1.49	\$1.49	\$1.49	\$2.29	\$2.29	\$2.29
CAMPBELL'S CHICKEN BROTH/10.5 OZ.	\$1.25	\$1.69	\$1.69	\$1.79	\$1.79	\$1.79
DANNON DANIMALS SMOOTHIE, ROCKIN RASPBERRY/6-COUNT, 3.1 OZ. EACH	\$2.79	\$2.79	\$2.79	\$3.29	\$3.29	\$3.29
DEL MONTE CUT GREEN BEANS/8 OZ.	\$1.19	\$1.19	\$1.19	\$0.75	\$0.75	\$0.75
EDY'S/DREYER'S RICH AND DREAMY GRAND CHOCOLATE ICE CREAM/48 OZ.	\$4.99	\$4.99	\$4.99	\$6.49	\$6.49	\$6.49
FRENCH'S CLASSIC YELLOW MUSTARD/14 OZ.	\$1.89	\$1.89	\$1.89	\$1.79	\$1.79	\$1.79
GERBER 1ST FOODS APPLESAUCE/2-COUNT, 2.5-OZ. EACH.	\$1.09	\$1.09	\$1.09	\$1.19	\$1.19	\$1.19
HEINZ HOMESTYLE BEEF GRAVY/ 12 OZ.	\$2.39	\$2.39	\$2.27	\$1.89	\$1.89	\$1.89
HUNT'S TOMATO SAUCE/15 OZ.	\$1.49	\$1.49	\$1.49	\$1.29	\$1.29	\$1.29
JELL-O GELATIN STRAWBERRY/ 3 OZ.	\$0.99	\$0.99	\$0.99	\$0.79	\$0.79	\$0.79
MORTON'S SALT/26 OZ.	\$0.89	\$0.89	\$0.89	\$0.99	\$0.99	\$0.99
NABISCO CHIPS AHOY! ORIGINAL CHOCOLATE CHIP COOKIES/18.2 OZ.	\$5.59	\$5.59	\$4.59	\$5.49	\$5.49	\$5.49
OLD EL PASO TRADITIONAL REFRIED BEANS/16 OZ.	\$1.49	\$1.39	\$1.39	\$1.69	\$1.69	\$1.69
PALMOLIVE ANTIBACTERIAL ORANGE DISH LIQUID/25 OZ.	\$3.29	\$3.29	\$3.39	\$3.59	\$3.59	\$3.59
PURINA BENEFUL HEALTHY WEIGHT DOG FOOD/248 OZ.	\$15.49	\$14.99	\$15.49	\$19.99	\$19.99	\$19.99
QUAKER OATS, OLD FASHIONED/42 OZ.	\$4.39	\$4.39	\$4.39	\$4.99	\$4.99	\$4.99
SIMPLY ORANGE ORIGINAL PULP-FREE ORANGE JUICE/59 OZ.	\$3.99	\$2.50	\$3.00	\$3.75	\$3.75	\$3.75
TWININGS ENGLISH BREAKFAST DECAF TEA/20-COUNT	\$3.29	\$3.29	\$3.29	\$3.49	\$3.49	\$3.49
WRIGLEY'S DOUBLEMINT CHEWING GUM/3-PACK	\$2.99	\$2.99	\$2.99	\$2.89	\$2.89	\$2.89
<b>FINAL TOTAL</b>	<b>\$64.66</b>	<b>\$63.01</b>	<b>\$62.99</b>	<b>\$72.12</b>	<b>\$72.12</b>	<b>\$72.12</b>

\*Items represent a 20-SKU basket for which store pickup prices were collected online during the weeks of Feb. 9, 16 and 23.

**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 four weeks, the pricing of a basket of 20 items is compared between two retailers 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**