

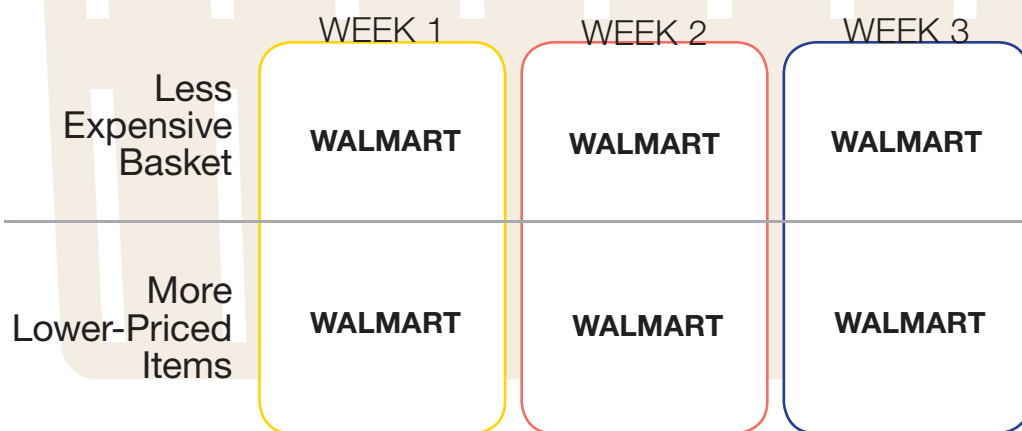
SN PRICE CHECK: **Denver**
CLICK-AND-COLLECT

Walmart beats Kroger in Denver pricing

A 20-SKU basket shopped via the curbside pickup service at Walmart in Aurora, Colo., was less expensive than at a nearby Kroger store during three separate shopping periods. Factoring into results was a service charge of \$4.95 per order at Kroger. Walmart does not charge a service fee.

SOURCE: Brand View

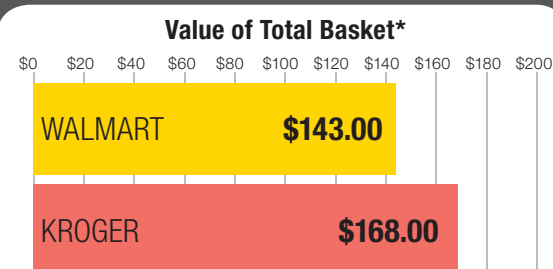
WHO SCORED BETTER



Price Matchup

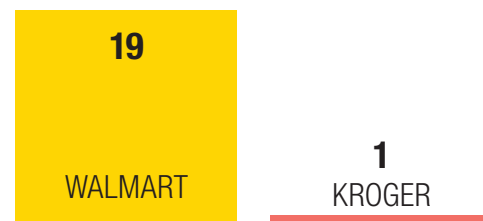
The Walmart basket was \$25 cheaper than the Kroger basket.

WEEK 3



*Based on a 20-SKU basket priced in Aurora, Colo., during the week of April 15. The Kroger basket includes a \$4.95 service charge. Walmart does not charge a service fee.

Most Lower-Priced Items*



*Based on a 20-SKU basket priced in Aurora, Colo., during the week of April 15. The Kroger basket includes a \$4.95 service charge. Walmart does not charge a service fee.

ITEM PRICE COMPARISON

(Six of the 20 SKUs compared)

PRODUCT NAME*	KROGER			WALMART		
	WEEK 1	WEEK 2	WEEK 3	WEEK 1	WEEK 2	WEEK 3
ALLERGAN REFRESH STERILE CONTACT LENS COMFORT DROPS, 1 OUNCE	\$7.49	\$7.49	\$7.49	\$6.94	\$6.94	\$6.94
CAMPBELL'S CHICKEN BROTH, 10.5 OUNCES	\$1.67	\$1.67	\$1.67	\$1.58	\$1.58	\$1.58
CREST 3D WHITESTRIPS, 20-COUNT	\$60.49	\$60.49	\$60.49	\$49.97	\$49.97	\$49.97
CREST WHITENING TOOTHPASTE, 6.4 OUNCES	\$2.19	\$2.19	\$2.19	\$1.96	\$1.96	\$1.96
DAWN DISHWASHING LIQUID REFILL, 56 OUNCES	\$7.29	\$7.29	\$7.29	\$5.97	\$5.97	\$5.97
DIAL YOGURT NOURISHING VANILLA HONEY BODY WASH, 16 OUNCES	\$4.19	\$4.19	\$4.19	\$3.97	\$3.97	\$3.97

*Items represent six SKUs of a 20-SKU basket for which store pickup services were collected online during the weeks of April 1, 8 and 15.

OUR METHODOLOGY: Brand View — a market-leading international price and promotions intelligence analytics tools — captures the pricing and promotions of products for retailers offering a click-and-collect grocery service, on a daily basis. The data are sourced from these retailers' websites at different store locations. Every month, the pricing of a basket of six items is compared between two retailers for stores within close proximity. 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