

SN PRICE CHECK:
CLICK-AND-COLLECT

Greensboro, N.C.

Lowes is lower priced than Harris Teeter in Greensboro

A 20-SKU basket shopped for via the curbside pickup services at a Lowes Foods and Harris Teeter in Greensboro, N.C., was less expensive at Lowes Foods during three consecutive weeks. Factoring into basket totals was a \$4.95 service fee, charged by both retailers. Prices do not reflect loyalty program discounts.

SOURCE: Brand View

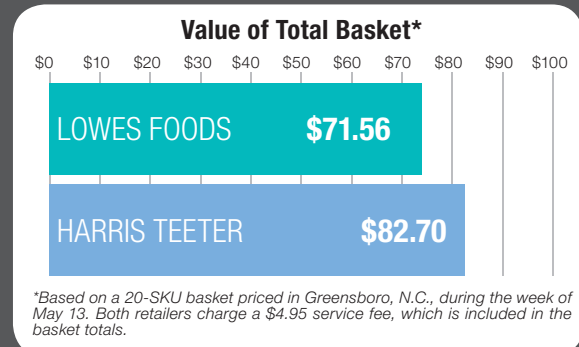
WHO SCORED BETTER

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

Price Matchup

The basket price difference was greater than the \$4.95 service fee charged by both retailers.

WEEK 3



Most Lower-Priced Items*



HOME DELIVERY

The Lowes Foods and Harris Teeter Greensboro stores charge the same price for groceries, whether they're shopped for via click-and-collect or delivered to ones home, but additional fees apply. Lowes Foods, for instance, charges a \$4.95 picking fee under both models, and an additional \$22 for delivery. Harris Teeter waves the \$4.95 picking fee for those who opt for home delivery which costs \$15.

ITEM PRICE COMPARISON

PRODUCT NAME*	HARRIS TEETER			LOWES FOODS		
	WEEK 1	WEEK 2	WEEK 3	WEEK 1	WEEK 2	WEEK 3
APPLEGATE NATURALS UNCURED GOOD MORNING SMOKED BACON/8 OZ.	\$4.99	\$4.99	\$4.99	\$4.99	\$3.99	\$4.99
AUNT JEMIMA COMPLETE PANCAKE AND WAFFLE MIX/32 OZ.	\$3.29	\$3.29	\$3.29	\$2.79	\$2.79	\$2.79
BELVITA CINNAMON BROWN SUGAR BREAKFAST BISCUITS/8.8 OZ.	\$3.65	\$3.65	\$3.65	\$3.99	\$3.99	\$3.99
BERTOLLI TOMATO AND BASIL PASTA SAUCE/24 OZ.	\$2.99	\$2.99	\$2.99	\$3.49	\$3.49	\$1.75
BETTY CROCKER HAMBURGER HELPER CHEESEBURGER MACARONI/5.8 OZ.	\$1.89	\$1.89	\$1.89	\$1.66	\$1.66	\$1.66
BISQUICK ORIGINAL ALL PURPOSE BAKING MIX/40 OZ.	\$3.55	\$3.55	\$3.55	\$3.79	\$3.79	\$3.79
BLUE MOON BELGIAN WHITE ALE BOTTLES/6-PACK	\$8.99	\$8.99	\$8.99	\$7.99	\$7.99	\$7.99
BUSH'S BEST MAPLE CURED BACON BAKED BEANS/16 OZ.	\$1.55	\$1.55	\$1.55	\$1.69	\$1.69	\$1.69
CARIBOU DAYBREAK MORNING BLEND GROUND COFFEE/12 OZ.	\$10.49	\$10.49	\$10.49	\$5.99	\$5.99	\$5.99
FANTA SODA FRIDGE PACK CANS/12-PACK	\$6.99	\$6.99	\$6.99	\$4.99	\$4.99	\$4.99
GOLD MEDAL ALL PURPOSE FLOUR/80 OZ.	\$3.49	\$3.49	\$3.49	\$3.79	\$3.79	\$3.79
PILLSBURY GRANDS FLAKY LAYERS BUTTERMILK BISCUITS/8-PACK	\$2.29	\$2.29	\$2.29	\$2.39	\$2.39	\$2.39
KRAFT COOL WHIP LITE WHIPPED TOPPING/8 OZ.	\$2.00	\$2.00	\$2.00	\$1.99	\$1.99	\$1.25
LAND O'LAKES MARGARINE ORIGINAL QUARTERS/16 OZ.	\$2.19	\$2.19	\$2.19	\$1.99	\$1.99	\$1.99
LAWRYS CARIBBEAN JERK PAPAYA MARINADE/12 OZ.	\$2.95	\$2.95	\$2.95	\$3.49	\$3.49	\$3.49
LINDT EXCELLENCE EXTRA DARK 85% COCOA CHOCOLATE/3.5 OZ.	\$2.99	\$2.99	\$2.99	\$2.99	\$2.99	\$2.99
NABISCO FIG NEWTONS/14 OZ.	\$4.59	\$4.59	\$4.59	\$4.49	\$4.49	\$3.00
PILLSBURY GRANDS FLAKY LAYERS BUTTER TASTIN BISCUITS/8-PACK	\$2.29	\$2.29	\$2.29	\$2.39	\$2.39	\$2.39
PREGO TRADITIONAL ITALIAN PASTA SAUCE/24 OZ.	\$2.29	\$2.29	\$2.29	\$2.00	\$2.69	\$2.69
UTZ POTATO CHIPS, HONEY BBQ FLAVORED/10 OZ.	\$4.29	\$4.29	\$4.29	\$3.00	\$3.00	\$3.00
BASKET TOTAL	\$77.75	\$77.75	\$77.75	\$69.89	\$69.58	\$66.61
SERVICE CHARGE	\$4.95	\$4.95	\$4.95	\$4.95	\$4.95	\$4.95
TOTAL CHARGE	\$82.70	\$82.70	\$82.70	\$74.84	\$74.53	\$71.56

*Items represent a 20-SKU basket for which store pickup prices were collected online during the weeks of April 29, May 6 and May 13.

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 are sourced from these retailers' websites at different store locations. Every month, the pricing of a basket of 20 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