



SN PRICE CHECK:
CLICK-AND-COLLECT

Westborough, Mass.

Stop & Shop has cheaper basket totals in click-and-collect contest

A 20-SKU basket shopped via the curbside-pickup service was less expensive at Stop & Shop (fulfilled by Peapod) in Westborough, Mass., than a nearby Roche Bros. store during three separate shopping periods. Factoring into results was a service charge of \$6.95 per order at Roche Bros. and \$2.95 per order at Stop & Shop.

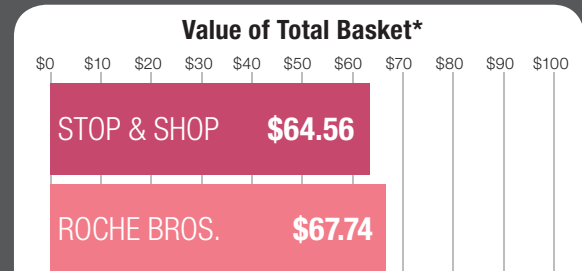
SOURCE: Brand View

WHO SCORED BETTER

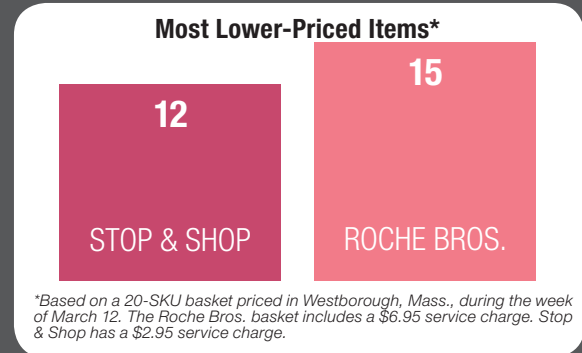
	WEEK 1	WEEK 2	WEEK 3
Less Expensive Basket	STOP & SHOP	STOP & SHOP	STOP & SHOP
More Lower-Priced Items	STOP & SHOP	ROCHE BROS.	TIE

Price Matchup: Week 2

Roche Bros. had more lower-priced items. However, since it had a higher service charge, its basket total was more expensive than Stop & Shop's.



*Based on a 20-SKU basket priced in Westborough, Mass., during the week of March 12. The Roche Bros. basket includes a \$6.95 service charge. Stop & Shop has a \$2.95 service charge.



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For complete BASKET PRICING visit <http://bit.ly/WestPrices>

ITEM PRICE COMPARISON

(Six of the 20 SKUs compared)

PRODUCT NAME*	STOP & SHOP (PEAPOD)			ROCHE BROS.		
	WEEK 1	WEEK 2	WEEK 3	WEEK 1	WEEK 2	WEEK 3
ADVIL CAPLETS, 200 MG, 24-COUNT	\$3.99	\$3.99	\$3.99	\$3.99	\$3.99	\$3.99
BELVITA CINNAMON BROWN SUGAR BREAKFAST BISCUITS, 5-COUNT	\$3.49	\$3.49	\$3.49	\$2.99	\$2.99	\$2.99
BETTY CROCKER DARK CHOCOLATE BROWNIE MIX, 19.9 OUNCES	\$1.99	\$1.99	\$1.99	\$1.99	\$1.99	\$1.99
DANNON OIKOS GREEK FAT-FREE VANILLA YOGURT, 5.3 OUNCES	\$1.00	\$1.29	\$1.29	\$1.00	\$1.29	\$1.29
DIET COKE, 16.9-OUNCE, 6 BOTTLES	\$3.99	\$3.99	\$3.99	\$3.99	\$3.99	\$3.99
GENERAL MILLS CHEX MIX, 8.75 OUNCES	\$2.99	\$2.99	\$2.99	\$2.99	\$2.99	\$2.99

*Items represent six SKUs of a 20-SKU basket for which store pickup services were collected online during the weeks of March 5, 12 and 19.

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 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 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