

Centra Own Brand v Brand Product Comparison Listing

Prices to be effective in Centra stores from 16th February to 8th March 2025

Own Brand						Branded Product							
Variant Code	Description	Size	Measure	Centra Retail	Department	Variant Code	Description	Size	Measure	Size Difference between Brand v Own Brand (if applicable, max. variance +/- 33%)	Brand Normal Retail	Converted Brand Retail (if size is not identical)	Own Brand Price variation to the Brand
150649	CT MEDIUM WHITE SLICES	200	GRM	£ 2.40	DAIRY	801321	COLERAINE MATURE SLICES	160	GRM	-25.00%	£ 2.15	£ 2.69	-10.7%
149707	CT FETA	200	GRM	£ 2.30	DAIRY	807511	YAMMAS GREEK FETA	200	GRM	0.00%	£ 2.70	£ 2.70	-14.8%
801135	CT ORANGE NFC SMOOTH	1	LTR	£ 2.35	DAIRY	871871	TROPICANA SMOOTH PMP	0.85	MLS	-17.65%	£ 2.95	£ 3.47	-32.3%
682509	CT ORANGE JUICE WITH BITS	1	LTR	£ 2.35	DAIRY	871872	TROPICANA ORIGINAL PMP	0.85	MLS	-17.65%	£ 2.95	£ 3.47	-32.3%
854929	CT GRATED MOZZARELLA	200	GRM	£ 1.90	DAIRY	844398	DEWLAY GRATED MOZZARELLA	160	GRM	-25.00%	£ 2.50	£ 3.13	-39.2%
860679	CT PROTEIN MILK	500	MLS	£ 1.00	DAIRY	809364	AVONMORE PROTEIN MILK	500	MLS	0.00%	£ 1.80	£ 1.80	-44.4%
854214	CT MIXED BERRIES	340	GRM	£ 2.50	FROZEN FOODS	832873	GREEN ISLE MIXED BERRIES	375	GRM	9.33%	£ 3.50	£ 3.17	-21.2%
726296	CT STRAIGHT CUT CHIPS	1.5	KGM	£ 2.95	FROZEN FOODS	726105	GREEN ISLE STRAIGHT CUT OVEN CHIPS	1.3	KGM	-15.38%	£ 3.40	£ 3.92	-24.8%
743643	CT SPICY WEDGES	750	GRM	£ 2.10	FROZEN FOODS	726141	GREEN ISLE SPICY WEDGES	600	GRM	-25.00%	£ 2.80	£ 3.50	-40.0%
864828	CT HONEYCOMB ICE CREAM	1000	MLS	£ 3.20	FROZEN FOODS	846503	D/FARM HONEYCOMB ICE CREAM TUB	900	MLS	-11.11%	£ 4.85	£ 5.39	-40.6%
832422	CT EXPRESS LONG GRAIN RICE	250	GRM	£ 1.00	GROCERY	856858	BENS ORIGINAL LONG GRAIN RTH	220	GRM	-13.64%	£ 1.00	£ 1.14	-12.0%
493255	CT MINERAL WATER STILL	500	MLS	£ 0.80	GROCERY	638060	RIVER ROCK	500	MLS	0.00%	£ 0.95	£ 0.95	-15.8%
155096	CT SMOOTH CARAMEL BARS 6PK	216	GRM	£ 1.95	GROCERY	864039	MARS SNACKSIZE 9PK	304.2	GRM	28.99%	£ 3.35	£ 2.38	-18.0%
834355	CT GRANULATED SUGAR	1	KGM	£ 1.30	GROCERY	481941	MCKINNEYS GRANULATED SUGAR	1	KGM	0.00%	£ 1.65	£ 1.65	-21.2%
149504	CT DOGFOOD CANS 6PK	2400	GRM	£ 4.55	GROCERY	335036	PEDIGREE GRAVY LAMB&PLTY 6PK	2400	GRM	0.00%	£ 5.95	£ 5.95	-23.5%
807214	CT GOLD ROAST COFFEE	100	GRM	£ 2.45	GROCERY	849820	JACOBS GOLD ROAST COFFEE	100	GRM	0.00%	£ 3.25	£ 3.25	-24.6%
860142	CT SQUEEZY HONEY	340	GRM	£ 2.25	GROCERY	814828	ROWSE CLEAR HONEY SQUEEZY	340	GRM	0.00%	£ 3.00	£ 3.00	-25.0%
281204	CT CRANBERRY JUICE	1	LTR	£ 1.35	GROCERY	465621	OCEAN SPRAY CRANBERRY JUICE	1	LTR	0.00%	£ 1.85	£ 1.85	-27.0%
860998	CT UNSWEETENED ALMOND MILK	1	LTR	£ 1.45	GROCERY	157774	ALPRO ALMOND MILK UNSWEETENED	1	LTR	0.00%	£ 2.00	£ 2.00	-27.5%
860995	CT CALCIUM OAT MILK	1	LTR	£ 1.45	GROCERY	844101	ALPRO OAT MILK UNSWEETENED	1	LTR	0.00%	£ 2.00	£ 2.00	-27.5%
844711	CT ORIGINAL PASTA SAUCE	460	GRM	£ 1.85	GROCERY	867278	DOLMIO ORIGINAL BOLOGNESE	450	GRM	-2.22%	£ 2.50	£ 2.56	-27.6%
864559	CT TIKKA MASALA	470	GRM	£ 1.89	GROCERY	846656	BENS ORIGINAL TIKKA MASALA SAUCE	450	GRM	-4.44%	£ 2.50	£ 2.61	-27.6%
856759	CT LUXURY TOILET TISSUE	18	PK	£ 7.50	GROCERY	856150	KITTENSOFT QUILTED DREAMS	16	PK	-12.50%	£ 9.40	£ 10.58	-29.1%
600300	CT RASPBERRY JAM	454	GRM	£ 1.60	GROCERY	250995	HARTLEYS BEST RASPBERRY	340	GRM	-33.53%	£ 1.70	£ 2.27	-29.5%
600310	CT STRAWBERRY JAM	454	GRM	£ 1.60	GROCERY	250999	HARTLEYS BEST STRAWBERRY	340	GRM	-33.53%	£ 1.70	£ 2.27	-29.5%
844701	CT MEDIUM CURRY SAUCE	475	GRM	£ 1.89	GROCERY	846655	BENS ORIGINAL MEDIUM CURRY SAUCE	440	GRM	-7.95%	£ 2.50	£ 2.70	-30.0%
860133	CT ALL PURPOSE CLOTH	10	PK	£ 1.20	GROCERY	861811	BETTINA ALL PURPOSE CLOTHS	10	PK	0.00%	£ 1.80	£ 1.80	-33.3%
149677	CT WHITE LASAGNE SAUCE	455	GRM	£ 1.75	GROCERY	867271	DOLMIO WHITE LASAGNE SAUCE	440	GRM	-3.41%	£ 2.55	£ 2.64	-33.6%
845301	CT CATFOOD CKN & TKY IN GRAV	400	GRM	£ 0.75	GROCERY	854035	JESSIE CAT FOOD CAN CHICKEN	400	GRM	0.00%	£ 1.15	£ 1.15	-34.8%
864556	CT RED LASAGNE SAUCE	475	GRM	£ 1.75	GROCERY	867272	DOLMIO RED LASAGNE SAUCE	450	GRM	-5.56%	£ 2.55	£ 2.69	-35.0%
149510	CT CAT LITTER	5	LTR	£ 2.90	GROCERY	857029	CATSAN HYGIENE CAT LITTER	5	LTR	0.00%	£ 4.50	£ 4.50	-35.6%
869604	CT FAMILY TOILET TISSUE	4	PK	£ 1.75	GROCERY	845304	KITTENSOFT WHITE T/TOISSUE	4	PK	0.00%	£ 2.90	£ 2.90	-39.7%
149652	CT PINK SALMON	213	GRM	£ 2.40	GROCERY	403990	J/WEST PINK SALMON	213	GRM	0.00%	£ 4.00	£ 4.00	-40.0%
600400	CT SEVILLE MARMALADE	454	GRM	£ 1.20	GROCERY	849701	ROBERTSONS GOLDEN SHRED MARMALADE	454	GRM	0.00%	£ 2.00	£ 2.00	-40.0%
614239	CT BAKED BEANS	420	GRM	£ 0.85	GROCERY	219739	HEINZ BEANZ	415	GRM	-1.20%	£ 1.40	£ 1.42	-40.0%
864555	CT EXPRESS EGG FRIED RICE	250	GRM	£ 0.95	GROCERY	846646	BENS ORIGINAL EGG FRIED RICE	220	GRM	-13.64%	£ 1.40	£ 1.59	-40.3%

Own Brand						Branded Product							
Variant Code	Description	Size	Measure	Centra Retail	Department	Variant Code	Description	Size	Measure	Size Difference between Brand v Own Brand (if applicable, max. variance +/- 33%)	Brand Normal Retail	Converted Brand Retail (if size is not identical)	Own Brand Price variation to the Brand
860140	CT CAT FOOD CAN 6 PACK	2400	GRM	£ 4.00	GROCERY	559637	CAT CLUB VARIETY JELLY 6PK	2400	GRM	0.00%	£ 6.70	£ 6.70	-40.3%
824139	CT BABY WIPES	64	PCE	£ 0.95	GROCERY	832605	PAMPERS BABY WIPE	52	PK	-23.08%	£ 1.30	£ 1.60	-40.6%
860176	CT GOLD TEA BAGS 80S	232	GRM	£ 2.00	GROCERY	633200	PUNJANA TEA BAGS 80PK	250	GRM	7.20%	£ 3.65	£ 3.39	-41.0%
562839	CT PURE ORANGE JUICE	1	LTR	£ 1.80	GROCERY	139479	DEL MONTE ORANGE JUICE	1	LTR	0.00%	£ 3.10	£ 3.10	-41.9%
845367	CT DOG FOOD CHICKEN JELLY	400	GRM	£ 0.90	GROCERY	799708	PEDIGREE ORIGINAL DOG FOOD	400	GRM	0.00%	£ 1.55	£ 1.55	-41.9%
845626	CT DOG FOOD BEEF & GRAVY	400	GRM	£ 0.90	GROCERY	799708	PEDIGREE ORIGINAL DOG FOOD	400	GRM	0.00%	£ 1.55	£ 1.55	-41.9%
149663	CT RED SALMON	213	GRM	£ 3.15	GROCERY	777085	J/WEST WILD RED SALMON	213	GRM	0.00%	£ 5.50	£ 5.50	-42.7%
681359	CT THICK BLEACH ORIGINAL	750	MLS	£ 1.00	GROCERY	687358	DOMESTOS BLEACH REGULAR	750	MLS	0.00%	£ 1.75	£ 1.75	-42.9%
860137	CT FRAGRANCED BABY WIPES	64	PK	£ 0.90	GROCERY	832605	PAMPERS BABY WIPE	52	PK	-23.08%	£ 1.30	£ 1.60	-43.8%
159950	CT SPECIAL FLAKES	500	GRM	£ 2.10	GROCERY	860653	KELLOGGS SPECIAL K PM3.29	440	GRM	-13.64%	£ 3.29	£ 3.74	-43.8%
145054	CT RICE KRUNCHIES	440	GRM	£ 2.00	GROCERY	864700	KELLOGGS RICE KRISPIES PM3.49	430	GRM	-2.33%	£ 3.49	£ 3.57	-44.0%
727631	CT CHOPPED TOMATOES	400	GRM	£ 0.75	GROCERY	831191	ROMA CHOPPED TOMATOES	400	GRM	0.00%	£ 1.35	£ 1.35	-44.4%
747042	CT TABLE SALT	750	GRM	£ 1.00	GROCERY	620650	SAXA TABLE SALT	750	GRM	0.00%	£ 1.80	£ 1.80	-44.4%
859561	CT OATIE BISCUITS	300	GRM	£ 1.10	GROCERY	871125	MCVITIES HOBNOBS PM1.69	255	GRM	-17.65%	£ 1.69	£ 1.99	-44.7%
854730	CT RICH TEA BISCUITS	300	GRM	£ 1.10	GROCERY	871123	MCVITIES RICH TEA PM1.99	300	GRM	0.00%	£ 1.99	£ 1.99	-44.7%
863018	CT SMOOTH PEANUT BUTTER	340	GRM	£ 1.75	GROCERY	869193	SUNPAT SMOOTH PEANUT BUTTER	300	GRM	-13.33%	£ 2.80	£ 3.17	-44.9%
859559	CT CORNFLAKES	500	GRM	£ 1.95	GROCERY	867777	KELLOGGS CORNFLAKES PM3.29	450	GRM	-11.11%	£ 3.29	£ 3.66	-46.7%
869286	CT MILK CHOC DIGESTIVE	300	GRM	£ 1.35	GROCERY	871281	MCV MILK CHOC DIGS PM2.25	266	GRM	-12.78%	£ 2.25	£ 2.54	-46.8%
823469	CT CHOCOLATE CHIP COOKIES	150	GRM	£ 1.10	GROCERY	848129	FOXS MILK CHOC COOKIES	180	GRM	16.67%	£ 2.50	£ 2.08	-47.2%
853661	CT MILK CHOC FINGERS 8PK	168	GRM	£ 1.50	GROCERY	853105	KIT KAT 2F MILK 9PK	186.3	GRM	9.82%	£ 3.25	£ 2.93	-48.8%
676001	CT DIGESTIVE BISCUITS	400	GRM	£ 1.10	GROCERY	871124	MCVITIES ORIG DIGS PM1.99	360	GRM	-11.11%	£ 1.99	£ 2.21	-50.3%
869349	CT COMP CHICKEN & VEG DOG FOOD	3	KGM	£ 5.75	GROCERY	860913	BAKERS MEATY MEALS CHICKEN	2.7	KGM	-11.11%	£ 10.50	£ 11.67	-50.7%
805542	CT PORRIDGE OATS	1	KGM	£ 1.60	GROCERY	820014	QUAKER OATS	1	KGM	0.00%	£ 3.30	£ 3.30	-51.5%
675901	CT PURE OLIVE OIL	500	MLS	£ 4.50	GROCERY	814796	F BERIO PURE OLIVE OIL	500	MLS	0.00%	£ 9.50	£ 9.50	-52.6%
675941	CT EXTRA VIRGIN OLIVE OIL	500	MLS	£ 4.50	GROCERY	814797	F BERIO EX VIRGIN OLIVE OIL	500	MLS	0.00%	£ 9.50	£ 9.50	-52.6%
824718	CT 24 WHEAT BISCUITS	480	GRM	£ 2.25	GROCERY	867695	WEETABIX 24PK	430	GRM	-11.63%	£ 4.35	£ 4.86	-53.7%
821706	CT KETCHUP	470	GRM	£ 1.40	GROCERY	427057	HEINZ TOMATO KETCHUP TOP DOWN	460	GRM	-2.17%	£ 3.00	£ 3.07	-54.3%
823099	CT TUNA CHUNKS IN BRINE	145	GRM	£ 1.19	GROCERY	158894	J/WEST TUNA CHUNKS BRINE	145	GRM	0.00%	£ 2.70	£ 2.70	-55.9%
864574	CT TUNA CHUNKS IN SPRING WATER	145	GRM	£ 1.19	GROCERY	158894	J/WEST TUNA CHUNKS BRINE	145	GRM	0.00%	£ 2.70	£ 2.70	-55.9%
823351	CT TUNA IN SUNFLOWER OIL	145	GRM	£ 1.19	GROCERY	158897	J/WEST TUNA CHUNKS OIL	145	GRM	0.00%	£ 2.70	£ 2.70	-55.9%
290852	CT VEGETABLE OIL	1	LTR	£ 1.69	GROCERY	697121	CRISP N DRY	1	LTR	0.00%	£ 3.85	£ 3.85	-56.1%
854052	CT MILK CHOCOLATE RICE CAKES	100	GRM	£ 1.35	GROCERY	680205	KELKIN CHOC COVERED R/CAKE	100	GRM	0.00%	£ 3.49	£ 3.49	-61.3%
853790	CT YOGURT RICE CAKES	100	GRM	£ 1.35	GROCERY	807519	KELKIN TRIPLE BERRY RICE CAKES	100	GRM	0.00%	£ 3.49	£ 3.49	-61.3%
153257	CT NAS SUMMER FRUIT SQUASH	1	LTR	£ 1.00	GROCERY	633880	ROBINSONS NAS APPLE & B/CURRANT	1	LTR	0.00%	£ 2.60	£ 2.60	-61.5%
153255	CT NAS ORANGE SQUASH	1	LTR	£ 1.00	GROCERY	633890	ROBINSONS NAS ORANGE & PINEAPPLE	1	LTR	0.00%	£ 2.60	£ 2.60	-61.5%
837010	CT ULTRA KITCHEN TOWEL	2	PK	£ 1.60	GROCERY	822966	PLENTY THE ORIGINAL ONE	2	PK	0.00%	£ 6.45	£ 6.45	-75.2%
860966	CT WHOLE CHICKEN 1.5KG	1.5	KGM	£ 5.99	POULTRY	807532	MP RIB EXTRA TASTY WHOLE BIRD	1.5	KGM	0.00%	£ 8.29	£ 8.29	-27.7%
860805	CT ROAST CHICKEN PIECES	150	GRM	£ 2.95	PROVISIONS	851298	G/FARM CHICKEN PIECES	120	GRM	-25.00%	£ 2.95	£ 3.69	-20.0%
787496	CT 6 SNACK SAUSAGE ROLL	216	GRM	£ 1.80	PROVISIONS	146761	MCCOLGANS 16 COCKTAIL SAUSAGE ROLLS	288	GRM	25.00%	£ 3.20	£ 2.40	-25.0%
867904	CT CARVED ROAST TURKEY	100	GRM	£ 2.30	PROVISIONS	859616	G/FARM TURKEY BREAST SLICES	90	GRM	-11.11%	£ 2.95	£ 3.28	-29.8%

Own Brand						Branded Product							
Variant Code	Description	Size	Measure	Centra Retail	Department	Variant Code	Description	Size	Measure	Size Difference between Brand v Own Brand (if applicable, max. variance +/- 33%)	Brand Normal Retail	Converted Brand Retail (if size is not identical)	Own Brand Price variation to the Brand
867903	CT CARVED ROAST CHICKEN	120	GRM	£ 2.30	PROVISIONS	859617	G/FARM CHICKEN BREAST SLICES	90	GRM	-33.33%	£ 2.95	£ 3.93	-41.5%
867758	CT BIG BUY CRUMBED HAM	320	GRM	£ 2.80	PROVISIONS	822779	C/TOWN DELI CRUMBED HAM	320	GRM	0.00%	£ 5.00	£ 5.00	-44.0%
822827	CT COLESLAW	250	GRM	£ 1.50	PROVISIONS	822644	CK COLESLAW	227	GRM	-10.13%	£ 2.49	£ 2.74	-45.3%