

Item	Brand Traditional Super- market	Brand Big-Box Store	Traditional Super- market House	Big-Box House	Notes
<b>Beverages</b>					
Cola-2 liter	\$1.79	\$1.25	\$0.89	\$0.50	Coke
OJ-1/2 gal	\$3.29	\$2.28	\$2.00	\$1.78	Minute Maid Regular
2%-Milk-gal	\$3.59	\$3.58	\$3.89	\$2.98	SM: Hunter; B-B: Pet
Coffee-13 oz.	\$3.19	\$2.76	\$2.69	\$1.78	Folger's Reg
12-pack Beer	\$8.59	\$8.47	\$8.59	\$8.47	Budweiser *
Juice Mixture	\$3.19	\$2.22	\$2.69	\$2.22	Juicy Juice *
<b>Meats</b>					
Bacon	\$3.99	\$3.54	\$3.99	\$2.57	Smithfield
Sirloin Stk 1 lb	\$4.49	\$2.74	\$4.49	\$2.74	*
Ground Chuck, 1 lb	\$3.69	\$2.59	\$3.69	\$2.59	*
2-1/2 lb. frz. Chicken	\$9.99	\$8.27	\$9.99	\$6.97	*
Bologna 12 oz	\$1.79	\$3.12	\$1.79	\$1.79	Oscar Meyer *
Weiners 1 lb	\$3.99	\$1.50	\$3.49	\$1.50	Oscar Meyer
<b>Dairy</b>					
Eggs 1 doz	\$2.39	\$1.98	\$1.19	\$0.89	Eggland
Cheese slices 8 oz	\$2.99	\$2.50	\$2.69	\$2.49	Kraft; BB price adjusted
Yogurt 6 oz	\$0.45	\$0.48	\$0.67	\$0.38	Dannon
Butter 1 lb	\$3.59	\$3.12	\$3.39	\$2.24	Land'O'Lakes
Margarine 1 lb	\$1.79	\$1.34	\$0.67	\$1.34	Fleischman's *
<b>Bakery</b>					
White Bread	\$2.19	\$1.88	\$0.99	\$0.92	24 oz. Merita; 20 oz house
Refrig Rolls, 8 oz	\$1.99	\$1.74	\$1.99	\$1.58	Pillsbury
Cookies, 14 oz	\$3.49	\$2.50	\$2.99	\$2.50	Chips Ahoy *
Brownie Mix	\$2.19	\$1.96	\$2.19	\$0.98	Betty Crocker *
<b>Paper &amp; Laundry</b>					
Bar Soap	\$2.19	\$1.78	\$2.19	\$0.98	Dial, 3-pack; BB 3-pack *
Laundry Detergent	\$7.19	\$6.50	\$5.97	\$6.50	Tide Liquid, 100 oz *
Diswashing Liquid	\$2.79	\$2.42	\$1.99	\$1.58	Dawn
Paper Towels	\$1.99	\$1.74	\$1.89	\$0.47	Bounty; BB price adjusted for quantity
Toilet Tissue	\$3.39	\$2.83	\$2.69	\$1.50	Charmin; BB price adjusted for quantity
<b>Staples</b>					
Self-rising flour 5 lbs	\$1.99	\$1.52	\$1.59	\$1.00	White Lily
Sugar 5 lbs	\$2.49	\$2.37	\$2.19	\$2.24	SM: Dixie Cr; BB: Domino
Cheerios 15 oz	\$3.29	\$2.66	\$2.27	\$1.50	General Mills
Corn Flakes 18 oz	\$3.29	\$2.24	\$2.27	\$1.33	Kellogg's

Peanut Butter 18 oz	\$1.99	\$1.78	\$1.69	\$1.38	Jif	
Spaghetti, 16 oz	\$0.89	\$0.78	\$0.79	\$0.50	Mueller's	
<b>Canned Goods, etc.</b>						
Tomato Soup	\$0.79	\$0.64	\$0.69	\$0.48	Campbell's	
Tuna	\$2.29	\$1.84	\$1.99	\$2.18	Starkist; Wal 12.5, others 12 oz	
Green Beans	\$1.00	\$0.68	\$0.75	\$0.44	DelMonte	
Tomatoes	\$1.19	\$0.86	\$0.99	\$0.50	Hunt's	
Catsup	\$1.89	\$1.43	\$2.00	\$1.17	Hunt's	
Mustard, 8 oz	\$1.19	\$0.84	\$0.89	\$0.39	French's; BB price adjusted for quantity	
Spaghetti Sauce	\$1.69	\$1.54	\$1.39	\$1.00	Ragu; 1 lb 10 oz	
Pork & Beans	\$0.99	\$0.92	\$0.89	\$0.92	Bush's	*
Chili, 15 oz	\$1.19	\$0.82	\$1.19	\$1.19	Armour	*
Sloppy Joe Sauce	\$1.49	\$1.00	\$1.49	\$0.77	Hunt's	*
Boxed Mac'n'Cheese	\$1.99	\$1.50	\$1.79	\$1.36	Kraft	
Hamburger Helper	\$1.89	\$1.42	\$1.89	\$0.96	Betty Crocker	*
Mild Salsa, 24 oz	\$3.19	\$2.64	\$2.69	\$1.64	Pace; BB's is 26 oz	
<b>Frozen Foods</b>						
TV dinner	\$1.00	\$1.68	\$1.00	\$1.68	Banquet	*
Mac'n'cheese Entrée	\$7.99	\$6.87	\$7.99	\$6.87	Stouffers	*
Ice Cream	\$5.39	\$2.98	\$3.99	\$2.50	Breyer's	
Pizza Large	\$5.99	\$4.98	\$5.99	\$3.87	DiGiorno	*
Green Beans, 2 lbs	\$3.19	\$2.32	\$2.50	\$1.64	Pictsweet	
Lasagna, 38 oz	\$6.79	\$5.77	\$6.79	\$5.86	Stouffers	*
<b>Fresh Produce</b>						
Iceberg Lettuce	\$1.99	\$1.38	\$1.99	\$1.38		*
Tomatoes	\$2.49	\$1.58	\$2.49	\$1.58		*
Cucumber	\$0.89	\$0.48	\$0.89	\$0.48		*
Bananas	\$0.59	\$0.48	\$0.59	\$0.48	SM: Chiquita; BB: DelMonte	*
Corn on the Cob	\$0.50	\$0.33	\$0.50	\$0.33		*
Apples 5 lb bag	\$3.99	\$4.24	\$3.99	\$4.24		*
Potatoes 5 lb bag	\$3.99	\$2.87	\$3.99	\$2.41	BB price is half 10 lb bag	
<b>Et Cetera</b>						
Potato Chips lg bag	\$2.99	\$2.00	\$2.99	\$1.50	Lays	
Chips snack bags	\$8.99	\$5.97	\$8.99	\$4.50	Frito-Lay	
Dog food 22 lb bag	\$10.69	\$8.64	\$7.99	\$7.45	Purina Dog Chow; BB price adj	
Cat food 10 lb bag	\$7.19	\$6.24	\$5.69	\$5.42	Purina Cat Chow	
Diapers, 40 medium	\$10.59	\$5.74	\$8.99	\$9.54	Pampers	

**Total Cost**                      \$210.16      \$167.12      \$177.49      \$133.38

**Ratios, SM to BB:**  
(SM cost divided by  
BB Cost)

1.25750957

1.33073362

NOTE:

\* Indicates no house brand or no  
national brand for one or the  
other store

SM indicates traditional super-  
market, and BB indicates  
big-box retailer