

## Soult's Retail View

**Table 2: Comparison of Asda prices against competitors, excluding impulse buys**

	Asda	Tesco	Asda	Sainsbury's	Asda	Morrisons	Asda	Waitrose
0.49 x ASDA New Potatoes by Weight (100g)	£0.72	£0.96		N/A	£0.72	£0.73		N/A
1 x ASDA Garlic Loose	£0.26	£0.30	£0.26	£0.30	£0.26	£0.30		N/A
1 x ASDA British Semi Skimmed Milk 1 Pint (568ml)	£0.49	£0.48	£0.49	£0.49	£0.49	£0.49	£0.49	£0.49
1 x ASDA British Iceberg Lettuce Loose	£0.78	£0.40	£0.78	£1.00	£0.78	£0.49	£0.78	£1.00
1 x ASDA Closed Cup Mushrooms (250g)	£0.80	£0.83		N/A	£0.80	£0.83		N/A
1 x ASDA Cucumber Portion	£0.40	£0.40	£0.40	£0.40	£0.40	£0.40	£0.40	£0.42
1 x ASDA Cherry Tomatoes (250g)		N/A		N/A	£0.77	£0.49	£0.77	£0.99
1 x ASDA Baking Potatoes (4)		N/A	£0.70	£0.70	£0.70	£0.70	£0.70	£0.99
1 x ASDA Extra Special Garlic Infused Extra Virgin Oli...		N/A		N/A	£1.98	£1.98		N/A
1 x Marigold Health Foods Swiss Vegetable Bouillon Pow...	£1.98	£1.99	£1.98	£1.99	£1.98	£1.99	£1.98	£1.99
1 x Mr Muscle Window & Glass Cleaner with Vinegar (500...								
1 x Baylis & Harding Mosaic Sweet Mandarin & Grapefrui...	£2.00	£2.00	£2.00	£2.00	£2.00	£2.00	£2.00	£2.09
2 x Taylors of Harrogate Cafe Brasilia Rich Roast (227...	£5.00	£6.58	£5.00	£6.58	£5.00	£6.56	£5.00	£6.58
1 x Muller Amore Luxury Yogurt Strawberry (150g)	£0.61	£0.61	£0.61	£0.61	£0.61	£0.61		N/A
1 x Heinz Baked Beanz in Tomato Sauce (415g)	£0.50	£0.69	£0.50	£0.69	£0.50	£0.69	£0.50	£0.69
1 x Felix As Good As It Looks Ocean Feast Selection in...	£3.88	£4.67	£3.88	£4.69	£3.88	£3.50	£3.88	£4.69
1 x Kerrygold Pure Irish Butter (250g)	£1.40	£1.00	£1.40	£1.40		N/A	£1.40	£1.40
1 x McVitie's Ginger Nuts (250g)	£0.55	£1.09	£0.55	£0.98	£0.55	£0.50	£0.55	£1.09
1 x Schweppes Indian Tonic Water (12x150ml)	£3.00	£3.00	£3.00	£3.65	£3.00	£3.00	£3.00	£3.65
1 x Young's Chip Shop Large Haddock Fillets in Batter ...	£3.00	£3.99	£3.00	£3.99	£3.00	£3.94	£3.00	£2.94
1 x Napolina Extra Virgin Olive Oil (750ml)		N/A		N/A		N/A		N/A
1 x KP Dry Roasted Peanuts (300g)	£1.48	£1.80	£1.48	£1.50	£1.48	£1.62	£1.48	£1.60
1 x McCoy's Ridqe Cut Crisps Classic Variety (6x32g)	£1.70	£0.85	£1.70	£1.00	£1.70	£1.75	£1.70	£1.79
1 x Clover (500g)	£2.00	£2.00	£2.00	£2.00	£2.00	£2.00	£2.00	£1.33
1 x Warburtons Seeded Batch Loaf (400g)	£0.85	£0.85	£0.85	£0.85	£0.85	£0.85	£0.85	£0.85
1 x Blossom Hill Pinot Grigio Chardonnay (750ml)								
1 x Echo Falls Merlot California (750ml)								
1 x McCain Lightly Spiced Wedges (750g)	£1.58	£1.58	£1.58	£1.58	£1.58	£1.58	£1.58	£1.58
1 x Quorn Cumberland Sausages (5 per pack - 250g)	£1.98	£1.70	£1.98	£2.10		N/A		N/A
2 x Belvoir Elderflower Presse (750ml)								
1 x Andrex White Toilet Tissue Rolls (4)	£1.97	£1.98	£1.97	£1.98	£1.97	£1.98	£1.97	£1.98
1 x Innocent Pure Fruit Smoothie Mangoes & Passion Fru...		N/A		N/A		N/A		N/A
1 x ASDA Freshly Frozen Sweetcorn (1Kg)	£1.48	£1.25		N/A		N/A		N/A
1 x ASDA Redcurrant Jelly (227g)		N/A		N/A		N/A		N/A
1 x ASDA Fresh Tastes Chopped Onion (225g)	£0.50	£0.50		N/A		N/A		N/A
1 x ASDA Extra Special Cumberland Sausages (6 per pack...	£2.00	£3.00	£2.00	£1.99	£2.00	£2.58		N/A
1 x Plenty Kitchen Towel White (2)	£1.86	£1.87	£1.86	£2.00	£1.86	£1.87	£1.86	£1.87
1 x Iams Adult 1+ with Wild Ocean Fish & Chicken (1Kg)								
<b>Total cost of comparable items</b>	£42.77	£46.37	£39.97	£44.47	£40.86	£43.43	£35.89	£40.01
<b>% cheaper</b>	<b>7.8</b>		<b>10.1</b>		<b>5.9</b>		<b>10.3</b>	

For full story, see:

<http://www.soulsretailview.co.uk/2011/08/31/putting-asdas-price-guarantee-to-the-test-in-an-ex-netto-asda-supermarket/>