



# What's in store for you

If you're fed up with long checkout queues, lugging heavy shopping home and parents who think that Tesco is the most suitable place to discipline their children, maybe it's time to dump the trolley and join the growing number of people who buy their groceries online.

Three quarters of the people we surveyed said that shopping online was both more convenient and quicker than visiting the supermarket.

Emma Bailey, 46, a midwife from the Cotswolds, finds shopping online fits in with her job's unsociable hours. 'I can order in the middle of the night, during a break at work, and have it delivered when I wake up in the afternoon,' she said. For Carol Grainger, a programme manager from Cricklewood, it means she doesn't have to struggle home with her shopping. 'I don't have a car, so carrying heavy, bulky items like detergent, bleach and potatoes is a nightmare on the bus,' she said.

## Who's satisfied

As with last month's shopping survey, Waitrose is king of the supermarkets – this time the virtual ones.

Both Ocado (which sells Waitrose goods and is 25 per cent owned by parent company the John Lewis Partnership) and Waitrose.com top our table for overall satisfaction, putting in five-star performances. Ocado shopper Nicola Ward told us: 'I've been using it for the past five years,

**Three quarters of people said shopping online was quicker than visiting a supermarket**

Time is precious, so we decided to check whether you could save some by doing your grocery shopping online. And if it's money that's tight, what do the discount supermarkets have to offer?

spending on average £6,000 a year – the service has been exemplary.'

Asda and Sainsbury's have the least happy shoppers in our survey; only 24 per cent and 30 per cent respectively say they were very satisfied with the overall service.

Bernie Fife-Schaw of Farnborough has lost patience with Sainsbury's. 'It has let me down so often, including once on my wedding anniversary, which ruined it,' she said. These days she usually uses Tesco, which received an average rating for satisfaction.

Unfortunately, your choice of online supermarket will very much depend on where you live. As a guide, Tesco covers approximately 97 per cent of UK postcodes, Sainsbury's 83 per cent and Asda 60 per cent. Ocado delivers in London, the home counties and south coast, the Midlands and the North West. Waitrose.com operates close to specific Waitrose stores.

## Placing your order

On average, online shoppers took half an hour to place an order. In general, most people found it easy to log on and locate items but those who shopped more frequently online found it easier than occasional users to place orders.

Derek Murray, 60, began shopping online when he injured his knee. As a new user, he found it tricky. 'It would take ages to work your way round the "aisles" for items that are not run of the mill,' he said. Finally, it became too much hassle and he returned to his local supermarket.

Ocado and Waitrose customers found their websites best for placing orders, while Sainsbury's and Asda were somewhat lacking. 'I tried Sainsbury's but its website is awful. Ocado has a user-friendly site,' said Carol Grainger.



The convenience of shopping for your groceries

## Substitutions

One of the most annoying aspects of buying groceries online is receiving substitute items – supermarket-picked replacements if your first choice is out of stock.

'The silliest was a bottle of Cabernet Sauvignon replaced with a bottle of Chardonnay,' said Jeanette Mercer, 42, from Horsham. 'If you don't know the difference between red and white, give up.'

One in five respondents said the substitutions they received were poor. The most accurate deliveries came from Ocado and

### REASONS FOR SHOPPING ONLINE

Convenience	76%
Saves time	55%
Saves carrying bulky items	52%
Dislike going to the supermarket	20%
Vouchers/discounts/special offers	18%
Have mobility problems/injury	11%
Have young children	11%
Live a long distance away	10%
No regular access to a car	6%
Shop on behalf of others	4%
Other	6%

## Our survey

In November 2006, we sent 10,000 Which? online panel members a questionnaire; 1,477 replied. We asked about their experiences of online

supermarkets and their reasons for shopping online. Ratings are based on those who had used services twice or more.



online is the key factor for our members

Waitrose, while Asda and Sainsbury's both lagged behind. For example, just 29 per cent of Ocado customers had a substituted item in their last delivery compared with three quarters of Sainsbury's shoppers. Former Sainsbury's customer Emma Bailey now uses Tesco, which also did well for accuracy. 'Sainsbury's was hopeless. Out of 120 items ordered, 39 were substitutions,' she said.

And spare a thought for a Which? member who ordered a kilo of Brussels sprouts for Christmas dinner from Sainsbury's. When the groceries were delivered on Christmas Eve, she was horrified to find just one measly sprout in her shopping bag.

## Delivery

The big advantage of online supermarkets is having your goods delivered direct to your door. However, this can mean being reliant on them getting the delivery right.

'I first used Tesco, briefly tried Sainsbury's and finally stuck with Ocado,' said one Which? member, who's also a working mother. 'On the whole it delivers what I want, when I want it.'

While Ocado doesn't deliver on Sundays, it does have the advantage of being one of the few online supermarkets with a one-

hour delivery slot rather than the standard two. This is great news for busy mums, who don't have time to hang about for groceries.

Waitrose and Ocado customers were very happy with the service offered by the drivers. An impressive 84 and 83 per cent respectively rated them very good. Ocado customer Nina Battleday, 67, from Acton, described the drivers as 'helpful and pleasant'. This compares with around 60 per cent and 58 per cent for Tesco and Sainsbury's customers respectively, while

# How to buy your groceries online

If you're a novice to online supermarkets, here's our step-by-step shopping guide

■ **DO THEY DELIVER?** When you log on to the website (see 'Contacts', p17) you first need to use the postcode finder to check whether the store delivers in your area.

■ **GET STARTED** If the supermarket delivers, click register, fill in your details and you're ready to go.

■ **BOOK YOUR SLOT** Before you start, it's a good idea to book your delivery time. You can book slots of one- to two-hours, ranging from 6am to 11pm, up to three weeks in advance, depending on the provider. Once you select a time, it will be reserved for between one and three hours.

■ **GO ROUND** Supermarket websites are laid out like a traditional store. For example, if you want to add milk to your

basket, you'll need to click on the dairy aisle. Select your item by clicking 'add to basket'. You can also search for an item by typing a keyword into search.

■ **UP THE PACE** The first time round, picking your groceries can be time consuming. But you can add items that you regularly buy to your favourites, so next time you shop you can quickly add these staples to your basket.

■ **CHECKOUT** Once you have everything, you'll need to go to the checkout. If you've already booked a delivery time, some special offers may fall outside this slot. For example, if your delivery is booked for a week's time, in-store offers may change. You can adjust your

delivery time to ensure you still get the offers.

■ **PAYMENT TIME** When you select 'checkout', you'll then need to enter payment details. You can also add instructions on whether you want out-of-stock items to be substituted.

■ **SAVING MONEY** If you're on a budget, check out price comparison website [www.mysupermarket.co.uk](http://www.mysupermarket.co.uk). This lets you shop online at your preferred store and then compares the bill for other supermarkets. You can then transfer your list to a cheaper option or stick with your original choice. If you do choose to change, ensure you check for substitutions and omissions. The site is currently in test format but it still may be worth a look.

SUPERMARKET	DELIVERY TIMES AND COSTS				
	COST OF DELIVERY	FREE DELIVERY MINIMUM	MINIMUM ORDER	LENGTH OF DELIVERY SLOT	DELIVERY TIMES
ASDA	£3.99	n/a	£25	2 hour	10am to 9pm
OCADO	£5 <sup>a</sup>	£75	£40	1 hour	6am to 11pm <sup>b</sup>
SAINSBURY'S	£5 <sup>c</sup>	n/a	£25	1 hour	8am to 10pm <sup>d</sup>
TESCO	£3.99 to £5.99 <sup>e</sup>	n/a	none	2 hour	9am to 11pm <sup>f</sup>
WAITROSE	£5	n/a	£50	2 hour	8am to 10pm <sup>g</sup>

<sup>a</sup> Additional £5 charge if you live in central London <sup>b</sup> Times may vary according to area. Ocado doesn't deliver on Sunday <sup>c</sup> This standard price may differ by up to £1 in certain trial areas <sup>d</sup> 8am to 9pm on Saturday, 10am to 6pm on Sunday <sup>e</sup> £3.99 on Tuesday and Wednesday, £4.99 on Monday, Thursday and Saturday evening (7pm to 10pm), and £5.99 on Friday, Saturday daytime, and Sunday <sup>f</sup> 9am to 8pm on Saturday, 10am to 3pm on Sunday <sup>g</sup> Delivery times will vary between branch and day of the week

## KNOW YOUR RIGHTS

# Which? Legal Service

Shopping online is normally pain-free but problems can occur. If you've had issues when buying goods online, Which? Legal Service can provide advice to resolve disputes swiftly. We are currently offering new members to Which? Legal Service an offer of a six-month subscription for the price of three months – £9.75. Visit [www.whichlegalservice.co.uk](http://www.whichlegalservice.co.uk) or call 0800 252100.



## 'OCADO – JUST AMAZING'

### Michelle Shipworth

researcher

Michelle, from Reading, does most of her grocery shopping online. She buys fruit and veg from a local organic farm's online delivery service and the rest of her groceries from Ocado, which she says is 'brilliant'.

'The website is amazing – it's incredibly fast to use and it often gives very good suggestions,' Michelle told us. She finds the gentle reminders of special offers she might have missed particularly useful.

Delivery is nearly always spot on and there are lots of slots available: 'Once it was late, but it kept calling to keep me informed when it would be delivered'. Best of all, she got money off her bill as an apology.

fewer than half of Asda drivers were considered very good.

### Quality of products

Another potential issue with online shopping is that you often have to put your faith in the hands of supermarket pickers. This is particularly problematic when it comes to quality of fresh produce. Several members who wrote in have commented on this.

Julie Barker, a senior manager from Eastbourne, uses Tesco for her 'big shop' but supplements it with purchases from local shops. 'The main local buys are for fruit and veg, as I've struggled buying these items online because it's hard to gauge quality, ripeness and freshness,' she said.

Just 2.1 per cent of Asda and a quarter of Sainsbury's and Tesco customers rate them very good for fruit and veg quality com-

pared with 67 and 56 per cent of Waitrose and Ocado customers respectively.

Around two thirds of Waitrose and Ocado users said the use-by dates on their groceries were as good as those they would select themselves. Only 38 per cent of Asda shoppers said the same.

### Value for money

Asda is considered to offer the best value for money with 38 per cent of members saying it's very good.

Despite being rated among the best in all other categories, Ocado, along with Sainsbury's, is rated the worst value for money with just 14 per cent saying it's very good.

However, high overall satisfaction for Ocado seems to show that members don't mind paying more for good quality service and products.

You often have to put your faith in the hands of supermarket pickers

## Your rights



**Peter McCarthy**  
of Which? Legal  
Service explains  
what to look  
out for when  
shopping online

### ■ Read the small print

Sometimes the supermarket says that the price is set at the time goods are to be dispatched to you and not when you place the order. Watch out especially for promotional prices. If the half-price offer on wine ends today, it may be worth driving to the store rather than ordering online.

■ **Check your email** After you've ordered, the supermarket emails back – check the reply. Has it acknowledged your order or accepted it? Legally, there's a big difference. Acknowledgment just confirms your order has been received while accepting means it agrees to supply the goods.

### ■ Problems with the goods

The Distance Selling Regulations say you can cancel at any time from when you place the order up to seven working days from the day after you get the goods. However, some things can't be returned, including perishables such as flowers, and unwrapped CDs and DVDs. But if the order is wrong or the goods are substandard, the Sale of Goods Act allows you to reject and send back unsatisfactory items.

SUPERMARKET	MEMBERS' RATINGS					
	PLACING YOUR ORDER	ACCURACY	DELIVERY	QUALITY OF PRODUCTS	VALUE FOR MONEY	OVERALL SATISFACTION
OCADO (313)	★★★★★	★★★★★	★★★★★	★★★★	★★	★★★★★
WAITROSE (62)	★★★★★	★★★★★	★★★★	★★★★	★★★★	★★★★★
TESCO (803)	★★★	★★★★	★★★	★★	★★★★	★★★
ASDA (90)	★★	★★★	★★	★	★★★★	★★
SAINSBURY'S (272)	★★	★★★	★★	★★	★★	★★

Sample size in brackets

### USING THE TABLE

Ratings are based on responses from 1,477 members. The more stars the better.

**Placing your order** This includes ease of logging on to the website, locating items and items in stock and site crashes.

**Accuracy** This is based on substitutions, missing items, wrong items

and items damaged in delivery.

**Delivery** This is based on available time slots, punctuality of delivery and service offered by the driver.

**Quality of products** This includes quality of fruit and veg, quality of other products and use-by dates on their groceries.





# The rise of the discounters

Last month's shopping survey showed that the popularity of discount grocery stores, particularly Aldi and Lidl, was on the rise. Here we take a closer look at the budget supermarket phenomenon and what they have in store



In Britain we spend a mind-boggling £120 billion a year on groceries – that's more than the total GDP of the world's 77 poorest countries. Trying to tap into this pot of gold are German stores Aldi and Lidl and Danish retailer Netto. Despite being relatively new to Britain, they have already amassed a 5 per cent share of the market and analysts predict it could rise to 10 per cent within the next decade.

'I welcome the arrival of Aldi and Lidl in Britain,' explained one Which? member. 'It is beginning to make Sainsbury's and Tesco look at their pricing levels.'

In their homelands, discounters are big business. In Germany, home of Aldi and Lidl, discounters control around 40 per cent of the grocery market while in Netto's native Denmark it is roughly a third.

Netto first opened its doors to British shoppers back in 1990. Aldi followed a few months later, while Lidl launched in 1994. Today they have a combined total of about 900 stores. Aldi, which currently has 320 stores, says it will open a further 40 in 2007 and hopes to build a total of 1,500 stores in the UK.

## A popular choice

In last month's shopping survey of 10,655 Which? online panel members (see 'Top of the shops', *Which?*, February 2007, p12) Aldi and Lidl were the surprise packages, finishing seventh and joint eighth respectively for overall satisfaction in our table of the top 50 retailers.

They beat well-known high-street stores such as Woolworths and Boots and saw off

GROCERY RETAILERS	CATEGORIES (%)					OVERALL SATISFACTION (SCORE 0-100)
	PRODUCT	CONVENIENCE	CUSTOMER SERVICE	PRICING	SHOPPING EXPERIENCE	
WAITROSE (439)	77	61	71	22	58	80
MARKS & SPENCER (440)	68	52	51	18	40	73
ALDI (160)	32	43	25	78	22	66
LIDL (438)	26	39	13	80	16	64
SAINSBURY'S (439)	45	62	34	25	26	61
TESCO (439)	45	71	27	38	23	59
ICELAND (147)	29	37	20	51	19	57
ASDA (439)	39	64	31	49	20	57
NETTO (110)	14	42	16	75	11	56
MORRISONS (439)	38	51	27	38	22	56
CO-OP (185)	16	69	23	22	17	47
SOMERFIELD (185)	15	52	15	20	18	46
SECTOR AVERAGE	42	55	33	40	27	62
DISCOUNTER AVERAGE	25	40	17	78	17	63
BIG FOUR AVERAGE	42	62	30	38	23	58

Discount supermarkets in *italics*. Sample size in brackets.

## Looking over the labels

### We check some discounters' items to see what they put in their products

Food labelling is big news, so we chose two items and had a look at what they contained.

Wafer-thin ham often has high amounts of added water. When we checked the labels, Netto had the least meat in its wafer-thin ham, just 70 per cent pork, while the big four had between 78 and 81 per cent. Aldi had 85 per cent pork. Lidl stood out for not adding water to its ham, with 97 per cent pork content. The last time we tested ham (see *Which?*, November 2005, p26), only Waitrose's wafer-thin ham had comparable meat content.

We also checked the labels of chocolate biscuits to see whether they contained

Lidl's wafer-thin ham label shows the 97 per cent pork content



hydrogenated oil. This can mean the products contain trans fat, which has no nutritional value and can be harmful. Netto and Lidl chocolate biscuits were the only ones to contain hydrogenated oil.

We were also disappointed that there was no nutritional information on Lidl's packaging. Also, on some Lidl products, the ingredients were written in 12 different languages, making the labels difficult to read.

## USING THE TABLE

Overall satisfaction is based on two questions asking members about the overall rating of the shop and the likelihood of recommending it to a friend. The scores are marks out of 100. For all other aspects, scores are the percentage of members rating stores as excellent or very good.

**Product** Includes quality, range and

stock availability.

**Convenience** Includes opening times and location.

**Customer service** Includes staff's knowledge and helpfulness and availability.

**Pricing** Includes regular price and special offers.

**Shopping experience** Includes ease of finding products, environment, child-friendliness, tidiness and queuing time.

the 'big four' – Tesco, Asda, Sainsbury's and Morrisons. The news wasn't so good for Netto, which came joint 29th.

## Winning the price war

Around one in five of you regularly shops at a discount retailer. Lidl is the most popular with 13 per cent, while 9 per cent of you shop at Aldi. Just 1 per cent regularly visit Netto. And our survey showed that price was clearly the aspect that differentiated the discounters from their rivals. A combined 78 per cent of members rated Aldi, Lidl and Netto either excellent or very good on price. This compares with just 38 per cent for the big four.

Indeed, 86 per cent of you said that you shopped at a discount supermarket because it offered good value. 'Produce is cheap and cheerful. It's very good for my budget,' said one Netto shopper. A Lidl customer backed up this view: 'A trolley load of groceries is about 20-40 per cent cheaper than at most of the other supermarkets.'

However, saving money on your shopping basket can come at a cost. Lidl gets the lowest rating for customer service, while

Netto is bottom for its shopping experience – just 11 per cent rated it excellent or very good. On a more positive note, a quarter of Aldi customers rated the customer service as excellent or very good.

## A simple choice

For one Aldi customer, at least, it is the simplicity of shopping at the store that's an important factor. 'There's a limited range but essentials are covered,' he said.

A spokesman for Lidl outlined its philosophy: 'We think customers want a more straightforward shopping experience. While other supermarkets have ten different variations of products in a range, we will have two or three. Our focus is on selling the highest-quality product at the cheapest possible price. And the convenience lies in saving time on your shopping.'

Despite this, in our survey, the three discounters didn't live up to the big four for convenience, shopping experience or product. That said, with even first-timers falling for the delights of discount grocers (see 'Discount debutants', below), the big four had better beware of the budgeters.

# Bargain basement

**It's not just bargain groceries at the discounters; you could even pick up a cheap TV**

Among their customers, Aldi, Lidl and Netto are famed for their weekly bargains. Pop in on the right day of the week and you'll be able to pick up anything from a 32-inch LCD television for £390 to a pair of men's winter boots for £7. All stores operate on a first-come, first-served basis – so follow our tips to ensure you are at the front of the queue.

Each store advertises its forthcoming weekly offers before they go on sale. You can either pick up a leaflet in store or sign up to

their email newsletters. Further details are on their websites (see 'Contacts', p17). Their special offers go on sale twice a week – Sunday and Thursday for Aldi, Monday and Thursday for Lidl and Netto. Arrive early if there is something specific you want.

If your local store is out of stock, you may want to try visiting another nearby store. For details on branches in your area, use the store finder available on their websites.

## DISCOUNT DEBUTANTS CHECK OUT THE CUT-PRICE STORES

**We sent ten shoppers into Aldi, Lidl and Netto for the very first time. Did they love them or loathe them?**

Armed with £60 each, ten readers visited the supermarkets to do their weekly shop. Three each visited Aldi and Netto, while four went to Lidl – for the first time. We asked them about their experiences.

### Time saved

Most shoppers said the shop assistants were polite and helpful and they didn't need to wait long at the till. Several Lidl and Netto shoppers complained that checkout staff were actually too efficient, making it difficult to pack. 'The cashier put through the items too quickly – I had to tell him to slow down,' said Lidl first-timer Gemma Watson. Discount supermarkets use a different system from most supermarkets, preferring you to place all your groceries back in to the trolley after they have been scanned. Once you have



**Lidl newbie Margaret Matthews**

paid, you make your way over to a table and pack your own bags.

### Money saved

Most of our triallists agreed that discount supermarkets offer good value, with nine out of ten thinking it was cheaper than their normal supermarket. Shopping for her family of four, Heike Holes found the money we gave her went a long way at Netto – so far, in fact, that she was unable to spend it all. Margaret

Matthews had a similar problem at Lidl, while Aldi first-timer Marion Roberts said she was 'impressed by the cheapness' of some of the products.

### Quality questioned

Many commented that the quality was better than expected. Lidl triallist Claire Docherty said: 'I was actually quite impressed. I think most people, including me, think Lidl is full of cheap rubbish.' Aldi



**Claire Docherty was 'impressed'**

customer Ruth Howard was surprised at how good most of the products she bought were – in particular, 'the Parma ham, olives and cheese were delicious,' she said. However, half of the shoppers thought that the quality of the groceries they bought was a little worse than from their usual supermarket. John and Alison Warren were concerned at the lack of healthy options at Aldi. 'There is a lot of junk food on display,' said Alison.

In addition, many of our triallists said they found the layout confusing and aisles were not labelled. 'At the start I thought "oh, my goodness, how on earth do you find anything?"' said Margaret Matthews.

However, overall it was a thumbs up from our shoppers, with all but one (a Netto customer) saying they would shop there again in the future.



# Price test

Who really comes out best on price for everyday items?

According to our survey, most of you shop at Aldi, Lidl and Netto as a top-up shop. We selected 18 staple grocery items and sent a team of shoppers down to seven local supermarkets – Aldi, Asda, Lidl, Morrisons, Netto, Sainsbury's and Tesco – to do their shopping. All our shoppers were asked to buy the cheapest product available that matched our shopping list.

A standard price comparison among supermarkets is bananas. All the stores we visited sold them for 85p a kg except for Lidl – its half-price sale on fruit and veg meant we picked them up for 42p.

On the whole, discounters were a little cheaper for our list of everyday items. However, where the big four had a no-frills option, prices were often very similar. The big differences we found between the discounters and the traditional supermarkets were for non-food items, such as bleach and toilet roll, in those traditional supermarkets where they didn't have an economy range. From our small basics list, Netto came out cheapest, with seven of the 18 items costing the least.

## USING THE TABLE

We asked shoppers to buy the cheapest available items from a list of specified groceries. If our shoppers were unable to buy the product on the list they were asked to buy the closest match. Prices are based on actual price on the receipt except where packet size or weight varied, in which case price was calculated based on a standard weight or size.

## Contacts

**Asda Online** 0845 300 7771  
www.asda.co.uk

**Aldi** www.aldi.co.uk

**Lidl** www.lidl.co.uk

**Netto** 0845 600 0200; www.netto.co.uk

**Ocado** 0845 399 1122; www.ocado.com

**Sainsbury's Online** 0845 301 2020  
www.sainsburys.co.uk

**Tesco Online** 0845 722 5533  
www.tesco.com

**Waitrose Online** 0800 188884  
www.waitrose.com



A selection of some of the items that we bought from the three discounters and big four supermarkets. From our small list, Netto came out cheapest

SHOPPING LIST	PRICE (£)						
	NETTO	LIDL	ALDI	ASDA	MORRISONS	TESCO	SAINSBURY'S
Bananas (1kg)	0.85	<b>0.42</b>	0.85	0.85	0.85	0.85	0.85
Thick plain bleach (750ml)	0.49	0.55	0.55	0.66	0.66	0.66	0.68
Salted butter (250g)	0.53	0.53	0.53	0.53	0.69 <sup>a</sup>	0.53	0.53
Mature cheddar cheese (400g)	<b>1.59</b>	1.98	1.92	1.73	2.28	2.19	2.20
Fresh grade A chicken (1.5kg)	2.49	2.17	2.54	2.17	2.67	2.78	2.99
Chocolate digestives (300g)	0.29	0.35	0.35	0.25	0.29	0.29	0.25
Wafer-thin ham (400g)	1.79	1.99	<b>1.89</b>	1.98	1.99	1.89	1.78
Kitchen roll (pack of two)	0.48 <sup>b</sup>	0.65 <sup>b</sup>	0.89	1.08	0.65	1.09	1.08
Semi-skimmed milk (two pints)	0.64	0.55	0.54 <sup>c</sup>	0.68	0.64	0.64	0.64
Long-grain rice (1kg)	0.49	0.49	0.49	0.74 <sup>d</sup>	0.49	0.49	0.49
Orange juice (one litre from concentrate)	0.59	1.09 <sup>e</sup>	0.69	0.79	0.79	0.69	0.69
Penne pasta (500g)	0.19	0.30	0.25	0.37 <sup>f</sup>	0.35 <sup>f</sup>	0.37 <sup>f</sup>	0.37 <sup>f</sup>
Frozen peas (1kg)	0.64	0.87	0.87	1.06 <sup>g</sup>	0.72	0.64	0.71
Tea bags (80)	0.29	<b>0.29</b>	0.75	0.29	0.29	0.29	0.29
Toilet roll (pack of four)	1.29	1.19	1.19	1.48	1.55	1.54	1.56
Tomatoes (500g)	0.46	0.50	0.63	0.63	0.65	0.63	0.64
Tin of tomatoes (400g)	0.15	0.15	0.19	0.15	0.15	0.15	0.15
Tomato soup (400g)	0.22	0.23	0.33	0.23	0.23	0.23	0.23
<b>TOTAL</b>	<b>13.47</b>	<b>14.30</b>	<b>15.45</b>	<b>15.67</b>	<b>15.94</b>	<b>15.95</b>	<b>16.13</b>

Price in **bold italics** indicates special offer

<sup>a</sup> Morrisons has butter for 53p but not in stock during visit <sup>b</sup> Lidl and Netto did not offer two-pack kitchen roll – therefore cost was based on a pack of four <sup>c</sup> Aldi did not offer two-pint bottle of milk – therefore cost was based on a four-pint bottle <sup>d</sup> Asda offers long-grain rice for 49p but not in stock during visit <sup>e</sup> Lidl did not sell one-litre orange juice from concentrate so we selected one-litre orange juice not made from concentrate <sup>f</sup> Although we specifically asked for penne pasta, Tesco, Asda, Sainsbury's and Morrisons all offer pasta shapes for 19p <sup>g</sup> Asda offers frozen peas for 63p per kg but not in stock during visit