

Scottish National Press Ad - 8th September 2017

†Based on a comparison of Aldi products against brands, Asda 'own brands' and fresh products as shown. Asda products checked on asda.com on 07/09/2017. The cheapest competitive price pro rata considering weight, pack sizes and offers has been used.
Aldi prices and packaging correct as of 07/09/2017. Subject to availability.

ALDI					Comparison product						
Product code	Aldi Product Name	Item price	Weight	Weight measurement	Comparison product	Weight	Weight measurement	Competitor	Asda item price including any multibuy offers	Asda pro rata price including any multibuy offers and size	Aldi savings
68150	Tortilla Wraps	£0.75	8	pack	Asda Baker's Selection White Tortilla Wraps	8	pack	Asda	£0.89	£0.89	15.73%
47867	Bramwells Mayonnaise	£0.59	475	g	Hellmann's Real Mayonnaise	400	g	Asda	£1.92	£2.28	74.12%
68162 / 60373	Little Delights Strawberry & Apricot (6x50g)	£0.69	300	g	Petit Filous Fromage Frais Apricot & Strawberry (6x47g)	282	g	Asda 2 for £2	£1.00	£1.06	34.91%
59505	Wafer Thin Cooked Ham	£1.39	400	g	Asda Wafer Thin Cooked Ham Slices	420	g	Asda	£2.00	£1.90	26.84%
58551	Scottish Mature White Cheddar	£1.59	350	g	Cathedral City Mature Cheddar	350	g	Asda	£2.00	£2.00	20.50%
48126	Funsized Bananas	£0.65	7	pack	Asda Chosen By Kids Bananas	8	pack	Asda	£1.00	£0.88	26.14%
51120	Celery	£0.53	1	each	Celery	1	each	Asda	£0.55	£0.55	3.64%
6637	Norpak Spreadable	£1.75	500	g	Lurpak Spreadable	500	g	Asda	£3.75	£3.75	53.33%
50032	Sweet Vine Raisins (12x14g)	£0.69	168	g	Whitworths Sunny Raisins (8x14g)	112	g	Asda	£1.10	£1.65	58.18%
76132	Everyday Essentials Foil	£0.65	20	metres	Bacofoil Non-Stick Foil	20	metres	Asda	£4.30	£4.30	84.88%
58760	Cherry Tomatoes	£0.71	350	g	Asda Grower's Selection Cherry Tomatoes	325	g	Asda	£0.89	£0.96	26.04%
74114	Conference Pears	£1.15	5	pack	Asda Grower's Selection Conference Pears	4	pack	Asda	£1.29	£1.61	28.57%
Total		£11.14							Total	£21.83	48.97%
		ALDI Basket - no multibuy offers required, just every day low prices					Total of cheapest competitor prices, adjusted for size variances and applying multibuy prices.				