

# SHOPPING FOR LESS

**BIG NAME BRANDS ARE BETTER RIGHT? NOT NECESSARILY!**

Many own-brand items are made by the same suppliers as their branded competitors.  
Research has shown that in taste tests the own brands came up tops!

***So why pay more?***

**CHECK OUR SHOPPING LIST BELOW TO SEE HOW MUCH YOU COULD SAVE....**

Product	Leading Brand	Supermarket Own
24 Wheat Biscuits	£2.80	95p
Tin baked beans	85p	30p
White medium bread	95p	59p
Tin tomato soup	95p	45p
100g instant coffee granules	£2.65	£1.50
240 tea bags	£3.49	£2.90
500g penne pasta	£1.00	53p
400g digestive biscuits	£1.19	50p
Tin of chopped tomatoes	60p	35p
6 fromage fraise yoghurts	£1.50	75p
6 multipack crisps	£1.50	77p
<b>Total</b>	<b>£17.48</b>	<b>£9.59</b>

