

# BRAND PRICE MATCH

Waitrose is now the  
same price as Tesco  
on 1000 everyday  
branded products.

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We've always believed in offering a fair price for our products, whether they're special treats or storecupboard staples.

Which is why we're now the same price as Tesco on 1000 everyday branded products. This means you can pick up your weekly shop of groceries, tins and treats confident in the knowledge that you're getting Waitrose quality at everyday prices.

And that's a promise.

For more information go to [waitrose.com/brandpricematch](http://waitrose.com/brandpricematch)

Subject to availability. Majority of stores. Excludes Boots, Welcome Break & Shell concessions. Branded products are selected from our food, drink, household and healthcare ranges and ranked within these categories according to their transactional frequency within Waitrose. Standard retail prices matched on identical products. Excludes multi-buys, own-label lines, temporary promotions, Tesco Metro and Tesco Express. Tesco prices checked online at [www.tesco.com](http://www.tesco.com) on 22/09/2010 and subsequently twice per week. For further information on the price comparison please contact Customer Services at Waitrose, Bracknell, Berkshire RG12 8YA.