

JOHNS HOPKINS UNIVERSITY COMPETITIVE PRICE ANALYSIS

Last Updated April 15th, 2009

Item	Charles St Market	University Market	Eddie's	Competitor Average	Price Gap
Eggs, dozen, U.S. Grade A Large	\$2.79	N/A	\$2.79	\$ 2.79	\$ -
Dannon Yogurt- fruit on the bottom, 8 oz.	\$0.99	N/A	\$0.99	\$ 0.99	\$ -
Cracker barrel sharp cheddar 10 oz.	\$5.99	\$5.99	\$5.99	\$ 5.99	\$ -
Pop tarts, frosted, 8 ct.	\$2.39	\$2.99	\$4.49	\$ 3.74	\$ (1.35)
Kellogg's Frosted Flakes 14 oz.	\$4.29	\$5.49	\$4.49	\$ 4.99	\$ (0.70)
Kellogg's Raisin Bran 15 oz.	\$4.19	\$5.49	\$4.29	\$ 4.89	\$ (0.70)
Honey Nut Cheerios 12 oz.	\$4.69	\$5.46	\$4.69	\$ 5.08	\$ (0.39)
Corn Pops 9.2 oz.	\$4.29	\$5.49	N/A	\$ 5.49	\$ (1.20)
Kashi Go lean Crunch (Box-15oz.)	\$4.49	N/A	\$4.49	\$ 4.49	\$ -
Kashi Go lean Crunch (Bar-1.76oz.)	\$1.99	N/A	N/A	\$ -	\$ -
Pepsi branded beverages incl. Aquafina 20 oz.	\$1.49	\$1.59	\$1.59 (Aquafina \$1.19)	\$ 1.59	\$ (0.10)
Pepsi branded beverages 1 liter	\$1.79	\$1.89	\$1.79	\$ 1.84	\$ (0.05)
Pepsi branded beverages 2 liter	\$1.69	\$1.99	\$1.69	\$ 1.84	\$ (0.15)
15.2 oz. Dole/Ocean Spray juices	\$1.79	\$1.79	\$1.89	\$ 1.84	\$ (0.05)
Gatorade 20 oz.	\$1.29	\$1.59	\$1.29	\$ 1.44	\$ (0.15)
Tropicana juices 64 oz.	\$3.99	\$4.99	\$3.99	\$ 4.49	\$ (0.50)
Milk, whole, 2%, 1%, skim, 128 oz.	\$3.59	\$3.99	\$3.59	\$ 3.79	\$ (0.20)
Milk, whole, 2%, 1%, skim 64 oz	\$2.59	\$2.69	\$2.39	\$ 2.54	\$ (0.05)
Milk, whole, 2%, 1%, skim 16 oz	\$1.39	\$1.19	\$0.89	\$ 1.04	\$ (0.35)
POM juices 16 oz.	\$4.49 (Juice), \$2.99 (Tea)	N/A	\$4.49 (Juice)	\$ 4.49	\$ -
Ben & Jerry ice cream pint	\$4.39	\$4.71	\$4.39	\$ 4.55	\$ (0.16)
Hagen Daaz ice cream pint	\$4.39	\$4.71	\$4.79	\$ 4.75	\$ (0.36)
Bounty paper towels single roll, 56 sheets, 2-ply	\$1.89	\$2.19	\$1.45	\$ 1.89	\$ -
Charmin 4 roll TT, 100 sheets ea. Roll, 2 ply	\$2.69	\$2.19 (ANGEL SOFT)	\$3.35	\$ 2.77	\$ -
14 oz. Oreo	\$3.99	\$4.59	\$4.99	\$ 4.79	\$ (0.80)
12 oz. Chips Ahoy	\$3.99	\$3.99	\$4.49	\$ 4.24	\$ (0.25)
Ground beef, fresh 1#, 80/20	\$3.99	N/A	\$3.99	\$ 3.99	\$ -
NY Strip steak, choice, 8 oz.	\$7.99, (\$18.39 Organic)	N/A	\$7.49	\$ 7.49	\$ (0.50)
Naked juices (15.2oz.)	\$3.29	N/A	\$3.29	\$ 3.29	\$ -
Apple, granny smith (6oz)	0.69 ea.	N/A	\$0.99/lb	\$0.99/lb.	\$ -
Apple delicious (6.5 oz.)	0.69 ea.	N/A	\$1.99/lb	\$1.99/lb.	\$ -
Banana	0.69/lb.	N/A	\$0.69/lb	\$.69/lb.	\$ -
Tomato, globe (7.5oz-10.5oz) Vine	1.19/lb	N/A	\$2.99/lb	\$2.99/lb.	\$ (1.80)
Tomato, globe (7.5oz-10.5oz) Plum	1.39/lb.	N/A	\$1.39/lb	\$1.39/lb.	\$ -
JIF peanut butter 18 oz.	\$4.19	\$3.79 (PETER PAN)	\$2.89	\$ 3.34	\$ 0.85
Smuckers jam 12 oz.	\$2.49	\$2.99	\$2.79	\$ 2.89	\$ (0.40)
Smuckers jelly 12 oz.	\$2.49	\$2.49	\$2.45	\$ 2.47	\$ (0.02)
Pasta, assorted shapes. 16 oz.	\$1.69	\$1.99	\$1.69-2.59	\$ 1.84	\$ (0.02)