

» HOUSE BRAND v BRAND NAME

How prices compare at the supermarket

Item	House brand	Price (per 100g)	Branded	Price (per 100g)
Cooking oil (NTUC FairPrice)	FairPrice Vegetable Oil	\$5.90 per 2kg (\$0.30)	Knife Brand Cooking Oil	\$20.30 per 5kg (\$0.41)
Rice (Giant)	Giant Thai White Rice	\$5.30 per 5kg (\$0.11)	Royal Umbrella Fragrant Rice	\$26.80 per 10kg (\$0.27)
Bread (Sheng Siong)	Sure Value Enriched White Bread	\$1.30 (600g) (\$0.21)	Gardenia Enriched White Bread	\$1.75 per 400g (\$0.44)
Salt (Shop N Save)	SNS No Frills Table Salt	\$0.25 (454g) (\$0.06)	Pagoda Salt Fine	\$0.45 per 500g (\$0.09)