

# PRICE MATCHING BASICS

## WHAT IS PRICE MATCHING?

Price Matching is when you ask the grocery store to sell an item for the same price as another store.

### Price Matching Ideas To Consider

1. Make your grocery list with the flyers or phone apps close by.
2. Go through the flyers found in the London Community News and Our London Weekly or pick them up from your local stores.
3. Circle the items and write down the store name next to the item on your list.
4. Know the store policies and bring them with you, as each one may be slightly unique.
5. Bring your flyers or save the items on your phone/tablet app.
6. Inform the cashier that you will be price matching and using coupons and ask how they would like you to organize/sort the items for easier checkout.
7. Not all stores price match and you cannot price match non-local stores.
8. Purchase the correct item, ensuring you read the fine print, match the exact same item, model number, size, and flavour.
9. Finding coupons for fresh items can be challenging, but you can price match fruits and vegetables. For the produce specifically, they will need to be of the same origin.
10. If you do the prep work ahead of time, your shopping trip becomes easy and quick, making for a successful checkout, and saving you lots of money.
11. Download the Flipp and Reebee apps for the latest flyers on your phone or tablet.
12. Ask for a rain check for sold out price match items.



## Real Canadian Superstore (RCSS) Price Matching Policy

This is not a standard price matching policy. RCSS has a team that automatically price matches baby items at in-market comparable stores (i.e. not all the lowest prices in the area).

- *"Every week, our Price Match team checks our major competitors' weekly flyers and automatically matches the lowest advertised price of baby diapers, wipes, and formula. If we do not carry the identical size, we will match the advertised price on a per unit basis using our closest comparable package size.*
- *We Price Match in-stock identical products and comparable control brands (comparable as determined solely by us). We do not match competitor 'multi-buys' (e.g. 2 for \$4); 'spend/buy x get x'; 'Free'; discounts obtained through loyalty programs, clearance sales, rebates, double/triple coupons and random promotions (scratch & save). Offer not applicable to training pants, baby cereal, Natural Value products and personal/household wipes. 'Major competitors' means our major supermarket and drugstore competitors as determined solely by us (based on a number of factors, which can vary by store location). We Price Match for the duration of the competitor's weekly flyer.*
- *WE RESERVE THE RIGHT TO LIMIT QUANTITIES. Due to the fact that product is ordered prior to the time of our Price Match checks, quantities may be limited."*

## No Frills Price Matching Policy

Price Matches can be performed at any checkout. Sometime a Manager will be consulted for approval of specific matches.

*"If you find a cheaper price, simply show us and we will match."*

- *"If a competitor offers a lower price on any item that we carry in our store simply show us an advertisement or receipt and we will sell you that item at the same price. We will match the competitor's price only during the effective date of the competitor's advertisement or within 7 days of the date of the receipt. Item must be identical (defined as same brand, size, and attributes) and for produce, meat and bakery items, we reserve the right to determine a comparable item. 'Our major competitors' and 'geographical trade areas' are determined solely by us and are based on a number of factors, which can change from time to time. Excludes 'multi-buys' (e.g. 2 for \$4); 'spend x get x'; 'Free'; and discounts obtained through loyalty programs." – wontbebeat.ca*



## Walmart Price Matching Policy

Price Matches can be performed at any checkout. It's best to avoid the self-checkout, as human intervention from the cashier is required. Sometimes a Manager will be consulted for approval of specific matches.

Items purchased must be identical to the ad (size, quantity, brand, flavour, colour, etc.).

*"We're committed to providing low prices every day. On everything. So if you find a lower advertised price on an identical product, tell us and we'll match it. Right at the register."*

*"We gladly match the price in the following types of ads:\**

- *Buy one, get one free ads with a specified price. Example: Buy one for \$2.49, get one free (BOGO)*
- *Competitors' ads that feature a specific item for a specified price*
- *Preferred shopping card prices for specific items that are in a printed ad*
- *For fresh produce and meat items when the price is offered in the same unit type (lb. for lb.; each for each)*

*\*The following are guidelines and limitations:*

- *We will match any local competitor's advertised price*
- *We do not require customers to have the ad with them to honor a competitor's ad*
- *Items purchased must be identical to the ad (size, quantity, brand, flavour, colour, etc.)*

*We DO NOT match the price in the following types of competitor ads:*

- *Items that require a separate purchase to get the ad price. Example: Buy [item A] to get [item B] for \$C*
- *Items with no actual price that require a purchase to get free product. Example: Buy both [items A & B] to get [item C] for free*
- *Items that require a purchase to get a competitors' gift card. Example: Buy [item A] to get a \$B gift card*
- *Buy one, get one free (BOGO) ads with no actual price given*
- *Going out of business or closeout prices*
- *Percentage off. Example: All mascara, 40% off*
- *Competitors' private label price promotions*

*We do not honour:*

- *Ads when the actual price for items cannot be determined*
- *Internet pricing*
- *Misprinted ad prices of other retailers*
- *'Going out of business' sales or 'close out prices'" – walmart.com*



## FreshCo Price Matching Policy

Price matches can be performed at any checkout. Sometimes a manager will be consulted for approval of specific matches.

*"Find a cheaper price, we will beat it!"*

