



Government of the Virgin Islands  
of the United States

**Department of Licensing and Consumer Affairs**  
**Office of the Commissioner**

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"The Battery"  
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Telephone: 340.727.3303

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Telephone: 340.714.3522

**FOR IMMEDIATE RELEASE**

MONDAY, FEBRUARY 24, 2025

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**THE DLCA'S FEBRUARY 2025 'EDUCATED SHOPPER'S GUIDE'**  
**ENCOURAGES CONSUMERS TO COMPARE PRICES AND SAVE MONEY**

*(U.S. Virgin Islands)* – Commissioner H. Nathalie Hodge, of the Department of Licensing and Consumer Affairs (DLCA), announces the findings of the February 2025 Supermarket Shopping Guide. This price comparison analysis helps consumers identify which stores offer the best prices for staple grocery items, regardless of the brand. **The number of items compared on each island differs based on guidelines that require identical items for a valid comparison.**

**ST. CROIX SURVEY RESULTS**

Merchant	Market Basket Cost	Total Items Surveyed
Plaza Extra	\$373.61	<b>68</b>
The Market	\$406.62	
Pueblo (Golden Rock)	\$443.27	
Pueblo (La Reine)	\$424.06	
Stop and Shop Supermarket	\$426.19	

**ST. THOMAS SURVEY RESULTS**

Merchant	Market Basket Cost	Total Items Surveyed
The Market	\$223.72	<b>38</b>
Food Center	\$184.37	
Pueblo (Subbase)	\$198.21	
Pueblo (Long Bay)	\$192.32	

**ST. JOHN SURVEY RESULTS**

Merchant	Market Basket Cost	Total Items Surveyed
Pine Peace Mini Mart	\$20.05	<b>7</b>
Starfish Market	\$20.63	
St. John Market	\$22.65	

Consumers are encouraged to shop wisely and compare prices to make the best economic choices. For questions, contact the Consumer Affairs Division at 340.713.3522 on St. Croix, 340.714.3522 on St. Thomas, or 340.727.3303 on St. John. For consumer-related issues, email us at [consumerawareness@dlca.vi.gov](mailto:consumerawareness@dlca.vi.gov). Follow us on Facebook, Instagram, LinkedIn, and X (formerly known as Twitter).

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The Bryan-Roach Administration is investing in the Territory's people, infrastructure, and future through transparency, stabilizing the economy, restoring trust in the government, and ensuring that recovery projects are completed as quickly as possible. Visit [transparency.vi.gov](http://transparency.vi.gov).



*"Serving Businesses and Assisting, Educating, & Protecting Consumers"*  
[www.dlca.vi.gov](http://www.dlca.vi.gov)

Department of Licensing and Consumer Affairs #1 Sub-Base St. Thomas, V.I. 00802 MARKET BASKET SURVEY (ST. THOMAS)								
Conducted by Juleen Williams, Natasha Smith, & Dion Van Holten				FEBRUARY 2025				
				#1 STORE	#2 STORE	#3 STORE	#4 STORE	
GRAIN(5)	BRAND/MODEL	SIZE	UPC	Pueblo (SB)	Pueblo (LB)	Food Center	The Market	
1	Honey Nut Cheerios	General Mills	10.8 oz	16000124790	\$7.29	\$6.59	\$7.29	\$8.49
2	Oats Old Fashion	Quaker	42 oz	30000010402	\$4.99	\$4.99	\$6.69	\$5.99
3	Corn Meal	Amapola	32 oz	249100400297	\$3.59	\$3.59	\$3.29	\$3.79
4	Macaroni & Cheese Deluxe	Kraft	14 oz	21000658862	\$4.39	\$4.39	\$3.99	\$6.99
5	Rice (Medium Grain)		3lb		\$3.49	\$3.49	\$3.49	\$3.99
6	Flour	Gold Medal	5lb	16000106109	\$8.39	\$8.39	\$8.79	\$8.29
7	Whole Wheat Bread	Country Hearth	24 oz	810023430353	\$6.89	\$6.89	\$6.89	\$7.29
8	Whole White Bread	Holsum	24 oz	810023430056	\$5.69	\$5.69	\$5.69	\$5.99
9	Sugar		4lb		\$6.99	\$5.49	\$5.99	\$6.99
MEAT AND FISH	BRAND/MODEL	SIZE	UPC	Pueblo (SB)	Pueblo (LB)	Food Center	The Market	
10	Can Tuna		4 oz		\$1.69	\$1.89	\$1.89	\$2.59
11	Bacon (Original)	Oscar Meyers	16 oz	44700019887	\$15.99	\$15.99	\$14.99	\$16.99
12	Vienna Susuage		4.6 oz		\$1.99	\$1.99	\$1.89	\$2.29
13	Pink Salmon (can)		16 oz		\$5.49	\$5.49	\$6.99	\$8.49
FRUITS AND VEGETABLES	BRAND/MODEL	SIZE	UPC	Pueblo (SB)	Pueblo (LB)	Food Center	The Market	
14	Banana		lb		\$1.08	\$1.08	\$1.09	\$1.49
15	Apple (Red)				\$1.99	\$1.99	\$2.29	\$2.99
16	Oranges				\$1.99	\$0.79	\$1.99	\$1.69
17	Lettuce		Head		\$2.89	\$2.89	\$1.98	\$2.99
18	Green Pepper	Bell			\$2.39	\$2.39	\$2.19	\$3.99
19	Potatoes	Bag	5lb		\$4.09	\$4.09	\$2.98	\$6.99
20	Celery	Stalk	Bunch		\$2.69	\$2.39	\$2.99	\$3.99
21	Yellow Onions		lb		\$0.99	\$0.99	\$1.19	\$1.99
22	Strawberries		16 oz		\$11.99	\$11.99	\$3.98	\$9.99
23	Red Peppers		lb		\$3.59	\$3.59	\$3.49	\$4.99
BEVERAGE	BRAND/MODEL	SIZE	UPC	Pueblo (SB)	Pueblo (LB)	Food Center	The Market	
24	Orange Juice (Pulp Free)	Tropicana	46 oz	48500205716	\$6.99	\$6.99	\$7.49	\$7.89
25	Bottle Water		24 ct		\$5.50	\$5.50	\$4.69	\$9.99
DAIRY PRODUCTS (4)	BRAND/MODEL	SIZE	UPC	Pueblo (SB)	Pueblo (LB)	Food Center	The Market	
26	Reduce Fat Milk		32 oz		\$3.99	\$3.99	\$3.99	\$4.69
27	Soy Milk		64 oz		\$7.40	\$7.40	\$8.99	\$8.89
28	Almond Milk (Original)		64 oz		\$7.99	\$7.89	\$7.29	\$7.99
29	Whole Milk		1 gal		\$5.98	\$5.98	\$6.37	\$8.99
30	Eggs- Grade A	Fresh	Large		\$11.99	\$11.99	\$9.99	\$9.99
31	Butter (Unsalted)	Kerrygold	8 oz	76770700215	\$8.89	\$8.89	\$7.89	\$7.89
32	Mayonaise				\$6.69	\$3.99	\$3.99	\$4.99
33	Evaporated Milk	Whole	12 oz		\$2.28	\$2.59	\$2.59	\$2.99
BEANS & CANNED GOODS (4)	BRAND/MODEL	SIZE	UPC	Pueblo (SB)	Pueblo (LB)	Food Center	The Market	
34	Peanut Butter (Creamy)		16 oz		\$4.89	\$5.09	\$5.79	\$5.59
35	Jelly (Grape)	Smuckers	18 oz	51500006931	\$5.69	\$5.59	\$5.09	\$4.99
36	Spaghetti & Meatballs	Chef Boyardee	14.5 oz	6414403224	\$3.89	\$3.89	\$3.69	\$3.79
37	Kidney Beans	Goya	16 oz	41331024716	\$1.89	\$1.89	\$1.89	\$2.79
38	Chicken Broth	Swanson	14.5 oz	51000024312	\$3.59	\$3.59	\$2.59	\$2.99
				<b>TOTAL</b>	<b>\$198.21</b>	<b>\$192.32</b>	<b>\$184.37</b>	<b>\$223.72</b>

Department of Licensing and Consumer Affairs ADMINISTRATIVE COMPLEX St. John, Virgin Islands 00830 MARKET SURVEY (ST. JOHN)							
Conducted by Cherokee Thomas				February 2025			
				#1 STORE	#2 STORE	#3 STORE	
BEANS & CANNED GOODS	BRAND/MODEL	SIZE	UPC	STJ MARKET	PINE PEACE	STARFISH	
1	Vienna Sausage	Libby's	4.6 oz	9600008663	\$1.95	\$1.59	\$1.99
2	Red Kidney Beans	Goya	5.5 oz	41331124027	\$2.95	\$1.99	\$2.19
3	Pink Salmon		14.75 oz		\$8.95	\$9.99	\$8.49
4	Spaghetti & Meatball	Chef Boyardee	14.50 oz	64144043224	\$3.95	\$2.99	\$3.39
FRUITS	BRAND/MODEL	SIZE	UPC	STJ MARKET	PINE PEACE	STARFISH	
5	Apple (Red)		lb		\$2.45	\$1.00	\$1.99
6	Banana		lb		\$1.95	\$1.99	\$1.59
7	Lemon		lb		\$0.45	\$0.50	\$0.99
				<b>TOTAL</b>	<b>\$22.65</b>	<b>\$20.05</b>	<b>\$20.63</b>

Department of Licensing and Consumer Affairs 3000 Golden Rock Shopping Center Christiansted, Virgin Islands 00820 MARKET BASKET SURVEY (ST. CROIX)									
Conducted by Dido Harris-O'Reilly & Knatasha Harrigan					FEBRUARY 2025				
GRAIN(5)		BRAND/MODEL	SIZE	UPC	#1 STORE Plaza Extra	#2 STORE The Market	#3 STORE Pueblo-E	#4 STORE Pueblo-L	#5 STORE Stop & Shop
1	Lasanga Shells	Ronzoni	16 oz	7130000080	\$5.09	\$4.99	\$4.99	\$4.99	\$4.99
2	Noodles	Ramen	3 oz		\$0.99	\$0.89	\$1.29	\$1.29	\$0.75
3	Macaroni & Cheese	Kraft	7.25 oz	2100006706	\$1.49	\$2.99	\$2.59	\$1.69	\$3.49
4	Long Grain Rice (Orange Bag)	Rico	5lb	43709000088	\$2.99	\$4.49	\$4.49	\$4.49	\$3.69
5	Cereal	Honey Bunches	12 oz	8491235916	\$6.99	\$7.99	\$9.99	\$9.99	\$7.99
6	Cream of Wheat	Cream of Wheat	14 oz	72400000615	\$4.69	\$4.29	\$4.16	\$4.16	\$5.49
7	Wheat Bread (Club)	Country Hearth	24 oz	1002343035	\$6.49	\$6.89	\$6.89	\$6.89	\$6.89
8	White Bread (Club)	Holsum	24 oz	1002343005	\$5.69	\$5.69	\$5.69	\$5.69	\$5.69
9	Flour	Gold Medal	5lb	1600010610	\$7.19	\$6.98	\$8.39	\$8.39	\$5.99
10	Cornmeal	Amapola	2lb	7800800997	\$2.89	\$3.19	\$3.59	\$3.59	\$3.19
11	Sugar		4lb		\$5.99	\$4.99	\$5.99	\$4.99	\$5.99
12	Cereal (Multi-Grain)	Gerber	8oz	1500007003	\$4.29	\$5.99	\$3.29	\$3.29	\$5.99
VEGETABLES & PROVISION		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
13	Yellow Onion	Bag	Bag		\$2.99	\$2.49	\$2.99	\$2.99	\$2.99
14	Garlic	Garlic	lb		\$3.99	\$4.29	\$4.99	\$4.99	\$4.99
15	Yellow Pepper	Yellow Pepper	lb		\$2.99	\$3.99	\$3.89	\$3.89	\$3.99
16	Green Bell Pepper	Green Bell Pepper	lb		\$1.59	\$1.29	\$1.28	\$1.28	\$2.49
17	Red Bell Pepper	Red Bell Pepper	lb		\$2.59	\$1.99	\$3.89	\$3.89	\$3.49
18	Orange Bell Pepper	Orange Bell Pepper	lb		\$2.99	\$3.99	\$3.79	\$4.89	\$3.99
19	Broccoli	Bunch	lb		\$3.49	\$2.99	\$4.89	\$1.00	\$4.99
20	Tomatoes	Tomatoes	lb		\$1.29	\$1.29	\$1.39	\$1.39	\$1.99
21	Celery	Celery	Stalk		\$2.49	\$2.79	\$2.49	\$2.49	\$2.99
BEVERAGES (2)		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
22	Orange Juice	Simply	52 oz	2500010000	\$5.99	\$6.99	\$9.89	\$9.39	\$6.99
23	Peppermint Tea Bags	Caribbean Dreams	24 ct	4965037050	\$2.99	\$3.69	\$3.69	\$3.69	\$3.99
24	Coffee	Pilon	10 oz	7447110100	\$8.99	\$8.99	\$14.29	\$14.29	\$9.49
25	Water		24 ct		\$4.99	\$4.99	\$6.49	\$6.49	\$5.99
26	Water		24 ct		\$3.99	\$5.98	\$5.50	\$4.99	\$5.99
27	Pespi	Pespi	12 ct	120080994	\$9.99	\$9.98	\$8.99	\$8.99	\$9.99
28	Grape Juice	Welch's	64 oz	180020750	\$7.49	\$7.99	\$10.99	\$10.99	\$8.99
29	Kool-Aid (Cherry)	Kool-Aid	190 oz	4300095353	\$6.59	\$8.99	\$12.19	\$12.19	\$7.79
ALCOHOL		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
30	Shandy (Sorel)	Shandy	6pk	3399280051	\$9.99	\$10.99	\$10.69	\$10.69	\$10.99
31	Heineken	Heineken	6pk	728900022	\$14.99	\$14.99	\$11.99	\$11.99	\$14.99
32	Corona Extra (Blue & White)	Corona Extra	6pk	8066143	\$12.99	\$12.99	\$13.99	\$11.99	\$13.99
33	Coors Light (Can)	Coors Light	6pk	7199000008	\$7.99	\$9.99	\$9.99	\$8.99	\$10.99
DAIRY PRODUCTS (4)		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
34	Extra Large Eggs	Grade A	1 Dozen		\$11.99	\$8.99	\$12.99	\$12.99	\$9.89
35	Large Eggs	Grade A	1 Dozen		\$11.99	\$8.99	\$11.99	\$11.99	\$8.99
36	Butter		45 oz		\$12.49	\$9.99	\$18.99	\$13.59	\$13.99
37	Cheese (Slices)	Velveeta	12 oz		\$4.99	\$5.89	\$5.99	\$6.59	\$5.49
38	Milk (Whole Can)	Pet	12 oz	5272901124	\$2.19	\$1.99	\$2.27	\$2.27	\$2.99
39	Coconut Milk	Coco Lopez	15 oz	7184509830	\$4.99	\$5.99	\$4.99	\$4.99	\$5.89
40	Milk	Similac	12.4 oz	7007455958	\$23.99	\$29.99	\$28.38	\$28.38	\$38.99
41	Strawberry Shake	Pedi Sure	6 ct	707458056	\$14.99	\$16.09	\$19.29	\$19.29	\$17.99
MEAT PRODUCTS (3)		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
42	Chicken Wings (Tray)	Fresh/Frozen	lb		\$4.99	\$5.99	\$3.98	\$3.98	\$3.99
43	Hot Dog (Chicken)	Gwaltney	16 oz		\$3.59	\$3.99	\$4.99	\$4.99	\$3.99
44	Saltfish (Tray)	Saltfish	Per/lb		\$7.98	\$8.99	\$7.38	\$5.98	\$5.69
45	Chicken Drumsticks (Tray)	Chicken Drumstick	Per/lb		\$2.99	\$3.19	\$3.29	\$2.89	\$2.99
46	Cornish Hen	Tyson	Per/lb	2570004300	\$16.99	\$16.99	\$17.09	\$17.09	\$13.99
BEANS & CANNED GOODS (4)		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
47	All Purpose Seasoning	Adobo	28 oz	4133103842	\$5.99	\$4.69	\$6.69	\$6.69	\$3.49
48	Carnola Oil	Crisco	40 oz	9600570834	\$10.99	\$11.99	\$10.59	\$10.59	\$10.99
49	Red Kidney Beans	Goya	15 oz	4133112402	\$1.99	\$1.49	\$1.79	\$1.99	\$1.99
50	Cranberry Sauce	Ocean Spray	14 oz	3120001605	\$2.49	\$3.49	\$4.29	\$4.29	\$2.99
51	Creamy Peanut Butter	Jiff	16 oz	5150025516	\$4.79	\$4.79	\$4.89	\$4.89	\$4.69
52	Gauva Paste	Goya	21 oz	4133103080	\$4.99	\$4.69	\$4.69	\$4.69	\$4.59
53	Tuna (Water)	Starkist	4 oz	806730	\$1.89	\$1.39	\$1.89	\$1.89	\$1.99
FRUIT (3)		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
54	Apple (Red)		lb		\$1.69	\$2.49	\$1.89	\$2.19	\$2.49
55	Apple (Green)		lb		\$0.79	\$2.39	\$2.29	\$2.99	\$2.49
56	Apple (Yellow)		lb		\$1.99	\$2.49	\$2.39	\$2.39	\$2.49
57	Green Grapes		lb		\$5.29	\$4.99	\$9.99	\$4.79	\$4.99
58	Orange		lb		\$0.63	\$0.89	\$0.79	\$0.79	\$1.99
59	Pear		lb		\$2.69	\$2.89	\$2.89	\$2.89	\$2.49
60	Lemon				\$0.32	\$0.39	\$0.33	\$0.33	\$0.49
61	Lime				\$0.32	\$0.33	\$0.39	\$0.39	\$0.49
62	Cantaloupe (Whole)		lb		\$1.99	\$5.69	\$4.99	\$4.99	\$5.99
63	Honey Dew (Whole)		lb		\$2.19	\$8.99	\$8.99	\$8.99	\$7.99
64	Pineapple (Whole)		lb		\$3.50	\$2.99	\$3.89	\$3.89	\$5.99

Department of Licensing and Consumer Affairs 3000 Golden Rock Shopping Center Christiansted, Virgin Islands 00820 <b>MARKET BASKET SURVEY (ST. CROIX)</b>									
Conducted by Dido Harris-O'Reilly & Knatasha Harrigan					FEBRUARY 2025				
BODY PRODUCTS		BRAND/MODEL	SIZE	UPC	#1 STORE	#2 STORE	#3 STORE	#4 STORE	#5 STORE
65	Rubbing Alcholo		16 oz		Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
					\$2.99	\$4.99	\$3.59	\$3.49	\$3.49
HOUSEHOLD ITEMS		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
66	Flying Insect Spray	Raid	11oz	46500401708	\$3.99	\$3.49	\$2.99	\$2.99	\$3.50
67	Softners	Suavitel	28.7 oz	9558705653	\$2.19	\$2.99	\$2.59	\$2.59	\$2.50
SNACKS		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
68	Chips	Dorotios	10.8 oz	2840061370	\$ 5.99	\$ 5.99	\$ 5.39	\$ 5.39	\$ 6.99
69	Popcorn (Butter)	Theather Act	3pk	7615023227	\$ 3.59	\$ 3.99	\$ 3.79	\$ 3.99	\$ 3.99
<b>TOTAL</b>					<b>\$373.61</b>	<b>\$406.62</b>	<b>\$443.27</b>	<b>\$424.06</b>	<b>\$426.19</b>