



Government of the Virgin Islands  
of the United States

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

Golden Rock Shopping Center  
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Telephone: 340.714.3522

**FOR IMMEDIATE RELEASE**

WEDNESDAY, OCTOBER 22, 2025

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**THE DLCA'S SEPTEMBER 2025 'CONSUMERS' SHOPPING 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 September 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	\$343.46	<b>66</b>
The Market	\$349.22	
Pueblo (Golden Rock)	\$372.20	
Pueblo (La Reine)	\$375.26	
Stop and Shop Supermarket	\$386.22	

**ST. THOMAS SURVEY RESULTS**

Merchant	Market Basket Cost	Total Items Surveyed
Pueblo (Subbase)	\$207.14	<b>40</b>
Pueblo (Long Bay)	\$204.14	
Food Center	\$204.98	
The Market	\$229.20	

**ST. JOHN SURVEY RESULTS**

Merchant	Market Basket Cost & Total Items Surveyed
Pine Peace Mini Mart	<b>The St. John Shopping Guide is temporarily on hold as the DLCA addresses transportation logistics. The Department is actively working to restore full operations in the district.</b>
Starfish Market	
St. John Market	

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).



*"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					September 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	Cream of Wheat (Farina)	Cream of Wheat	28 oz	72400006957	\$5.68	\$5.68	\$6.52	\$7.49
3	Oats (Old Fashion)	Quaker	42 oz	30000010402	\$4.99	\$4.99	\$4.99	\$5.99
4	Corn Meal	Amapola	32 oz	249100400297	\$3.59	\$3.59	\$3.29	\$3.79
5	Rice (Medium Rice)		3lbs		\$3.49	\$3.49	\$3.49	\$3.99
6	Flour (All Purpose)	Gold Medal	5 oz	16000106109	\$8.39	\$8.39	\$8.49	\$8.29
7	Whole Wheat Bread	Counrty Hearth	24 oz	810023430353	\$6.89	\$6.89	\$4.89	\$7.29
8	Whole White Bread	Holsum	24 oz	810023430056	\$5.69	\$5.69	\$4.98	\$5.99
9	Sugar		4lb		\$6.19	\$6.19	\$5.99	\$6.99
MEAT AND FISH		BRAND/MODEL	SIZE	UPC	Pueblo (SB)	Pueblo (LB)	Food Center	The Market
10	Corn Beef	Libby's	12 oz	3900081047	\$6.99	\$6.99	\$6.99	\$8.99
11	Can Tuna		4 oz		\$1.69	\$1.69	\$1.89	\$2.49
12	Bacon (Original)	Oscar Meyer	16 oz	44700019887	\$18.69	\$15.99	\$14.99	\$7.99
13	Hot Dogs	Gwaltney	16 oz		\$4.79	\$4.79	\$4.19	\$4.69
14	Vienna Sausage		4.6 oz		\$2.19	\$2.19	\$1.89	\$2.29
FRUITS AND VEGETABLES			SIZE	UPC	Pueblo (SB)	Pueblo (LB)	Food Center	The Market
15	Banana		loose		\$1.08	\$1.08	\$1.09	\$1.49
16	Orange		Each		\$0.99	\$0.99	\$1.99	\$2.49
17	Pear (Anjou)		loose		\$2.89	\$2.89	\$3.29	\$3.29
18	Lettuce		Head		\$2.89	\$2.89	\$2.99	\$4.99
19	Green Pepper	Bell	1lb		\$3.89	\$3.89	\$2.99	\$2.99
20	Potatoes	Stalk	5lb		\$2.99	\$2.99	\$3.99	\$6.99
21	Celery		Bunch		\$2.69	\$2.69	\$2.79	\$3.99
22	Yellow Onion		1 lb		\$1.89	\$1.89	\$1.99	\$1.69
23	Watermelon		loose		\$1.29	\$2.29	\$2.39	\$1.49
24	Red Peppers	Bell	1lb		\$4.59	\$4.59	\$3.99	\$3.99
BEVERAGE		BRAND/MODEL	SIZE	UPC				
25	Orange Juice (Pulp Free)	Tropicana	52 oz	48500202744	\$6.99	\$6.99	\$7.99	\$7.89
26	Grape Juice		64 oz		\$6.09	\$6.09	\$5.99	\$7.59
27	Soda	Coca-Cola	1.75 oz	49000057942	\$3.29	\$3.29	\$2.89	\$3.59
28	Powdered Juice (Cherry)	Kool-Aid	19 oz	43000953532	\$12.19	\$12.19	\$9.99	\$9.99
29	Bottle Water		24 ct		\$5.69	\$5.69	\$4.69	\$9.99
DAIRY PRODUCTS (4)		BRAND/MODEL	SIZE	UPC	Pueblo (SB)	Pueblo (LB)	Food Center	The Market
30	Evaporated Milk	Whole	12 oz		\$1.99	\$1.99	\$2.59	\$2.99
31	Reduce Fat Milk		32 oz		\$3.99	\$3.99	\$3.99	\$5.89
32	Almond Milk (Original)		64 oz		\$8.09	\$8.09	\$7.99	\$7.99
33	Oat Milk	Rovira Classic	28 oz		\$7.39	\$6.79	\$6.99	\$6.49
34	Whole Milk		1 gal		\$6.45	\$6.45	\$5.48	\$8.99
35	Eggs- Grade A	Fresh	Large		\$7.39	\$7.39	\$7.49	\$7.99
36	American Cheese (Delix Delux)	Kraft	16 oz	21000602698	\$7.29	\$7.29	\$9.06	\$12.99
37	Butter (Unsalted)	Kerrygold	8 oz	76770700215	\$8.99	\$8.99	\$7.99	\$7.89
38	Mayonaise		15 oz		\$3.99	\$3.99	\$3.99	\$4.99
BEANS & CANNED GOODS (4)		BRAND/MODEL	SIZE	UPC	Pueblo (SB)	Pueblo (LB)	Food Center	The Market
39	Kidney Beans	Goya	16 oz	41331024716	\$1.89	\$1.89	\$2.49	\$2.79
40	Chicken Broth	Swanson	14.5 oz	51000024312	\$3.69	\$3.69	\$7.99	\$2.99
<b>TOTAL</b>					<b>\$207.14</b>	<b>\$204.14</b>	<b>\$204.98</b>	<b>\$229.20</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					September 2025				
					#1 STORE	#2 STORE	#3 STORE	#4 STORE	#5 STORE
GRAIN(5)		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
1	Lasanga Shells	Ronzoni	16 oz	7130000080	\$4.99	\$4.99	\$4.99	\$4.99	\$4.99
2	Linguine	Ronzoni	16 oz		\$3.49	\$3.69	\$3.99	\$3.99	\$2.99
3	Creamy Chicken Noodle	Ramen	3 oz		\$0.79	\$0.69	\$2.39	\$1.39	\$0.75
4	Deluxe Macaroni & Cheese	Kraft	14 oz	210006706	\$2.99	\$2.99	\$2.99	\$2.99	\$4.29
5	Macaroni & Cheese	Kraft	25 oz		\$1.49	\$2.99	\$2.59	\$1.49	\$2.69
6	Long Grain Rice (Orange bag)	Rico	5 lb	4370900088	\$4.99	\$4.49	\$4.49	\$4.49	\$4.99
7	Long Grain Rice (Purple Bag)	Jasmine	3 lb	4370900099	\$5.99	\$5.69	\$5.69	\$5.69	\$5.99
8	Wheat Bread (Club)	Country Hearth	24 oz	1002343035	\$6.89	\$6.89	\$6.89	\$6.89	\$6.89
9	White Bread (Club)	Holsum	24 oz	1002243005	\$5.69	\$5.69	\$5.69	\$5.68	\$5.69
10	Flour	Gold Medal	5lb	1600010610	\$7.79	\$6.98	\$5.99	\$8.39	\$6.79
11	Cornmeal	Amapola	2lb	7800800997	\$2.89	\$3.19	\$3.59	\$3.59	\$3.19
12	Sugar		4lb		\$4.99	\$3.99	\$4.99	\$4.99	\$4.98
VEGETABLES & PROVISION		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
13	Yellow Onion	Bag	Bag		\$2.99	\$2.19	\$2.49	\$2.49	\$2.99
14	Garlic	Garlic	lb		\$3.99	\$3.99	\$5.49	\$5.49	\$4.99
15	Yellow Pepper	Yellow Pepper	lb		\$2.49	\$3.99	\$3.89	\$3.89	\$3.99
16	Green Bell Pepper	Green Bell Pepper	lb		\$1.29	\$1.59	\$2.99	\$1.28	\$2.49
17	Red Bell Pepper	Red Bell Pepper	lb		\$2.79	\$3.19	\$4.09	\$4.09	\$3.49
18	Orange Bell Pepper	Orange Bell Pepper	lb		\$2.49	\$3.99	\$3.89	\$3.89	\$3.99
19	Tomatoes	Tomatoes	lb		\$1.89	\$1.99	\$1.89	\$2.89	\$1.99
20	Celery	Celery	Stalk		\$1.99	\$1.29	\$1.69	\$1.68	\$2.99
BEVERAGES (2)		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
21	Orange Juice	Simply	52 oz		\$6.49	\$6.99		\$6.99	\$6.99
22	Peppermint Tea Bags	Caribbean Dreams	24 ct	140358280	\$4.19	\$3.69	\$3.69	\$3.69	\$3.99
23	Green Tea Bags	Bigelow	20 ct	120080994	\$4.99	\$4.99	\$5.09	\$5.09	\$4.99
24	Water	Niagara	24 ct	2574100123	\$4.99	\$4.99	\$5.69	\$6.49	\$5.99
25	Water		24ct	140358280	\$4.99	\$5.98	\$6.49	\$5.69	\$5.99
26	Pepsi	Pepsi	12 pk	120080994	\$7.99	\$8.98	\$8.99	\$8.99	\$9.89
27	Grape Juice	Welch's	64 oz	180020750	\$7.49	\$7.99	\$10.99	\$10.99	\$7.99
28	Kool-Aid (Cherry)	Kool-Aid	190 oz	4300095353	\$6.59	\$8.99	\$12.19	\$12.19	\$8.99
ALCOHOL		BRAND/MODEL	SIZE	UPC					
29	Shandy (Sorrel)	Shandy	6pk	3399280051	\$9.99	\$10.99	\$8.99	\$10.69	\$10.99
30	Heineken	Heineken	6pk	728900022	\$12.99	\$14.99	\$11.98	\$11.98	\$14.99
31	Corona Extra (Blue & White )	Corona Extra	6pk	8066143	\$12.99	\$12.99	\$13.99	\$11.99	\$13.99
32	Coors Light (Can)	Coors Light	6pk	7199000008	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99

DAIRY PRODUCTS (4)		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
33	Butter	Country Crock	45 oz	2.74E+10	\$13.49	\$9.99	\$13.49	\$13.89	\$12.99
34	Cheese (Slices)	Velveeta	12 oz	2100061146	\$6.99	\$5.99	\$6.99	\$6.99	\$5.99
35	Milk (Whole)	Pet	12 oz	5272901124	\$2.19	\$1.99	\$2.27	\$2.27	\$2.99
36	Milk	Similac	12.4 oz	7007455958	\$35.29	\$29.99	\$28.38	\$29.38	\$38.99
37	Strawberry Shake	Pedi Sure	6ct	707458056	\$18.99	\$16.09	\$19.29	\$19.29	\$16.99
MEAT PRODUCTS (3)		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
38	Chicken Wings (Tray)	Fresh / Frozen	lb			\$5.99	\$3.98	\$5.49	\$4.99
39	Saltfish (Tray)	Saltfish	Per/lb		\$8.79	\$8.99	\$7.49	\$6.98	\$6.89
40	Ground Beef	Ground Beef	Per/lb		\$4.99	\$5.98	\$8.29	\$1.75	\$5.88
41	Cut up Turkey Wings	Turkey Wings	Per/lb			\$3.49	\$4.99	\$4.99	\$3.49
42	Chicken Drumsticks (Tray)	Chicken Drumstick	Per/lb		\$2.49	\$3.19	\$2.79	\$2.99	\$2.99
43	Cornish Hen	Tyson	2 pk		\$16.99	\$13.99	\$17.09	\$17.09	\$16.99
BEANS & CANNED GOODS (4)		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
44	All Purpose Seasoning	Adobo	28 oz	4133103842	\$6.49	\$3.99	\$6.69	\$6.69	\$5.99
45	Chicken Noodle Soup	Healthy Choice	15 oz		\$3.99	\$4.99	\$4.99	\$4.99	\$4.99
46	Vienna Sausage	Libby's	4.6 oz		\$1.59	\$1.89	\$1.89	\$2.19	\$1.89
47	Red Kidney Beans	Goya	15 oz		\$1.89	\$1.49	\$1.99	\$1.79	\$1.99
48	Creamy Peanut Butter	Jiffy	16 oz		\$4.69	\$4.79	\$4.89	\$3.99	\$4.69
49	Raisins	Sunmaid	9 oz		\$3.99	\$3.99	\$5.99	\$5.49	\$4.99
50	Tuna in Water	Starkist	4 oz		\$1.99	\$1.39	\$3.29	\$0.89	\$1.99
FRUIT (3)		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
51	Apple (Red)		lb		\$1.59	\$2.39	\$1.89	\$1.89	\$2.49
52	Apple (Green)				\$1.59	\$2.79	\$2.69	\$2.69	\$2.49
53	Red Grapes		lb		\$4.69	\$3.99	\$3.09	\$3.89	\$4.99
54	Green Grapes				\$6.99	\$3.19	\$3.99	\$3.99	\$0.99
55	Orange		lb		\$0.89	\$0.66	\$0.99	\$0.99	\$4.99
56	Kivi		lb		\$0.99	\$4.89	\$0.99	\$0.99	\$0.25
57	Pear		lb		\$1.89	\$3.99	\$0.99	\$5.59	\$0.25
58	Lemon Lime		lb		\$0.46	\$0.39	\$0.49	\$0.49	\$1.00
59	Lime		1b		\$0.32	\$0.33	\$0.59	\$0.33	\$1.00
60	Cantaloupe Melon		lb		\$1.09		\$4.89	\$4.59	\$5.99
61	Honey Dew Melon (Whole)		lb		\$1.29	\$4.99	\$4.99	\$4.99	\$7.99
62	Pineapple (Whole)		lb		\$4.99	\$2.99	\$5.19	\$5.19	\$4.69
BODY PRODUCTS		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
63	Toothpaste (Fresh Mint)	Aim	5.5 oz	3320000090	\$2.99	\$2.49	\$2.99	\$3.29	\$3.99
HOUSEHOLD ITEMS		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
64	Flying Insect Spray	Raid	11 oz	4650041708	\$3.99	\$3.49	\$5.49	\$5.49	\$3.99
65	Dish Liquid	Palmolive	12 oz	3500046413	\$2.29	\$2.39	\$3.99	\$3.29	\$2.49
SNACKS		BRAND/MODEL	SIZE	UPC					
66	Doritos	Doritos	10.8 oz	2840061370	\$5.99	\$5.99	\$5.39	\$5.39	\$6.99
<b>TOTAL</b>					<b>\$343.46</b>	<b>\$349.22</b>	<b>\$372.20</b>	<b>\$375.26</b>	<b>\$386.22</b>

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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](https://transparency.vi.gov).