



Government of the Virgin Islands
of the United States

Department of Licensing and Consumer Affairs Office of the Commissioner

Golden Rock Shopping Center
3000 Estate Golden Rock, Suite 9
St. Croix, VI 00820-4311
Telephone: 340.713.3522

Administrative Complex
"The Battery"
St. John, VI 00830
Telephone: 340.727.3303

Property & Procurement Building
8201 Subbase, Suite 1
St. Thomas, VI 00802-5826
Telephone: 340.714.3522

FOR IMMEDIATE RELEASE

WEDNESDAY, NOVEMBER 26, 2025

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THE DLCA'S NOVEMBER 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 November 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	\$432.24	90
The Market	\$467.10	
Pueblo (Golden Rock)	\$511.10	
Pueblo (La Reine)	\$470.39	
Stop and Shop Supermarket	\$481.31	

ST. THOMAS SURVEY RESULTS

Merchant	Market Basket Cost	Total Items Surveyed
Pueblo (Subbase)	\$229.55	50
Pueblo (Long Bay)	\$235.71	
Food Center	\$288.00	
The Market	\$239.83	

ST. JOHN SURVEY RESULTS

Merchant	Market Basket Cost & Total Items Surveyed
Pine Peace Mini Mart	The St. John Shopping Guide is experiencing a temporary hiatus as the DLCA addresses transportation logistics. The Department is actively working to restore full operations in the district.
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. Follow us on Facebook, Instagram, LinkedIn, and X (formerly known as Twitter).

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.



"Serving Businesses and Assisting, Educating, & Protecting Consumers"
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Department of Licensing and Consumer Affairs #1 Sub-Base St. Thomas, V.I. 00802 MARKET BASKET SURVEY- HOLIDAY (ST. THOMAS)								
Conducted by Natasha Smith & T. Abraham				November 20, 2025				
GRAIN(5)		BRAND/MODEL	SIZE	UPC	#1 STORE Pueblo (SB)	#2 STORE Pueblo (LB)	#3 STORE Food Center	#4 STORE The Market
1	Honey Nut Cheerios	General Mills	10.8 oz	16000124790	\$7.29	\$6.59	\$8.49	\$7.29
2	Cream of Wheat (Farina)	Cream of Wheat	28 oz	72400006957	\$5.99	\$5.99	\$10.19	\$7.00
3	Corn Meal	Amapola	32 oz	249100400297	\$3.59	\$3.59	\$3.79	\$3.29
4	Deluxe Macaroni & Cheese	Kraft	14 oz	21000648862	\$4.39	\$4.39	\$6.99	\$3.99
5	Rice (Medium Rice)		3lbs		\$3.49	\$3.49	\$6.29	\$3.49
6	Flour (All Purpose)	Gold Medal	5 oz	16000106109	\$5.99	\$5.99	\$8.29	\$8.49
7	Whole White Bread	Holsum	24 oz	810023430056		\$5.69	\$5.99	\$4.98
8	Sugar		4lb		\$4.99	\$4.99	\$6.99	\$3.99
MEAT AND FISH		BRAND/MODEL	SIZE	UPC	Pueblo (SB)	Pueblo (LB)	Food Center	The Market
9	Corn Beef	Libby's	12 oz	3900081047	\$6.99	\$6.99	\$8.99	\$6.99
10	Can Tuna		4 oz		\$1.69	\$1.69	\$2.99	\$1.89
11	Turkey	Whole	lb		\$3.29	\$2.69	\$2.99	\$2.88
12	Ham	Shoulder	lb		\$3.18	\$3.18	\$3.49	\$2.98
13	Vienna Sausage		4.6 oz		\$1.49	\$1.99	\$2.29	\$1.89
14	Pink Salmon		16 oz		\$8.99	\$8.99	\$8.59	\$7.49
FRUITS AND VEGETABLES			SIZE	UPC	Pueblo (SB)	Pueblo (LB)	Food Center	The Market
15	Banana		1 lb		\$0.99	\$0.99	\$1.49	\$1.09
16	Apple (Red)		loose		\$2.29	\$2.29	\$2.99	\$2.49
17	Orange		each		\$1.89	\$1.89	\$2.49	\$1.99
18	Pears (Anjou)		loose		\$2.79	\$2.79	\$3.29	\$3.79
19	Grapes		1lb		\$3.79	\$3.79	\$5.99	\$3.99
20	Lettuce		Head		\$4.19	\$4.19	\$5.99	\$3.79
21	Green Pepper	Bell	1lb		\$2.99	\$2.99	\$2.99	\$2.29
22	Potatoes		5lb		\$3.99	\$3.99	\$6.99	\$4.79
23	Celery		Bunch		\$2.69	\$3.96	\$3.99	\$2.99
24	Yellow Onions		1lb		\$1.89	\$1.89	\$1.69	\$2.29
25	Tomatoes		per lb		\$2.59	\$2.59	\$2.99	\$2.99
26	Red Peppers	Bell	1lb		\$2.99	\$2.99	\$3.99	\$3.49
BEVERAGE		BRAND/MODEL	SIZE	UPC				
27	Orange Juice (Pulp Free)	Tropicana	52 oz	48500202744	\$6.99	\$6.99	\$7.89	\$8.99
28	Grape Juice		64 oz		\$6.09	\$6.09	\$7.59	\$6.99
29	Soda	Coca-Cola	1.75 oz	49000057942	\$3.29	\$3.29	\$3.59	\$2.89
30	Powdered Juice (Cherry)	Kool-Aid	19 oz	43000953532	\$12.19	\$12.19	\$9.99	\$9.99
31	Bottle Water		24 ct		\$4.99	\$4.99	\$9.99	\$4.69
DAIRY PRODUCTS (4)		BRAND/MODEL	SIZE	UPC	Pueblo (SB)	Pueblo (LB)	Food Center	The Market
32	Evaporated Milk	Whole	12 oz		\$2.27	\$2.27	\$2.99	\$2.59
33	Reduce Fat Milk		32 oz		\$3.99	\$3.99	\$4.29	\$3.99
34	Soy Milk		64 oz		\$7.40	\$7.40	\$8.89	\$8.99
35	Oat Milk	Rovira Classic	28 oz		\$6.79	\$6.79	\$6.49	\$6.99
36	Whole Milk		1 gal		\$6.45	\$6.45	\$8.99	\$6.37
37	Eggs- Grade A	Fresh	Large		\$6.49	\$6.49	\$4.99	\$3.99
38	American Cheese (Deli Delux)	Kraft	16 oz	21000602698	\$7.29	\$7.29	\$12.99	\$9.06
39	Butter (Unsalted)	Kerrygold	8 oz	76770700215	\$8.99	\$8.99	\$7.89	\$8.99
40	Mayonaise		15 oz		\$3.99	\$3.99	\$4.99	\$3.99
BEANS & CANNED GOODS (4)		BRAND/MODEL	SIZE	UPC	Pueblo (SB)	Pueblo (LB)	Food Center	The Market
41	Peanut Butter		16 oz		\$4.89	\$4.89	\$5.59	\$5.79
42	Jelly (Grape)		18 oz	51500006931	\$5.59	\$5.59	\$5.99	\$4.99
43	Spaghetti & Meatballs	Chef Boyardee	14.5 oz	64144043224	\$4.29	\$4.29	\$3.79	\$3.69
44	Raisins	Sunmaid	12 oz	41143124604	\$3.99	\$3.99	\$6.99	\$5.29
45	Jellied Cranberry Sauce	Ocean Spray	14 oz	31200016058	\$3.69	\$3.69	\$3.89	\$3.59
46	Stuffing Mix	Stove Top	6 oz	43000285558	\$3.99	\$3.99	\$5.99	\$4.99
47	Turkey Gravy Mix	McCormick	0.87	52100090306	\$3.99	\$3.99	\$2.79	\$2.79
48	Pumpkin Pie		37 oz		\$8.99	\$8.99	\$13.49	\$10.99
49	Chicken Broth	Swanson	14.5 oz	51000024312	\$3.69	\$3.69	\$2.99	\$2.99
50	Pineapple Slices	Dole	20 oz	38900001438	\$4.79	\$4.79	\$3.69	\$3.59
TOTAL					\$229.55	\$235.71	\$288.00	\$239.83



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Department of Licensing and Consumer Affairs 3000 Golden Rock Shopping Center Christiansted, Virgin Islands 00820 MARKET BASKET SURVEY- HOLIDAY (ST. CROIX)									
Conducted by Dido Harris-O'Reilly & Knatasha Harrigan					November 20, 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	Linguine		16 oz		\$2.99	\$3.69	\$3.99	\$3.99	\$3.99
2	Deluxe Macaroni & Cheese	Kraft	14 oz	210006706	\$2.99	\$2.99	\$2.99	\$4.39	\$2.99
3	Macaroni & Cheese	Kraft	7.25		\$3.99	\$2.99	\$5.59	\$2.39	\$2.69
4	Long Grain Rice (Purple Bag)	Jasmine	3lb	43709000099	\$5.99	\$5.69	\$5.69	\$5.69	\$5.94
5	Bread Brumbs	Progresso	15 oz	4119689108	\$5.99	\$5.49	\$6.99	\$4.89	\$4.99
6	Flour	Gold Medal	5lb	1600010610	\$4.29	\$5.98	\$5.99	\$2.99	\$6.79
7	Cornmeal	Amapola	2lb	7800800997	\$2.89	\$2.19	\$3.59	\$3.59	\$3.19
8	Blueberry Pie Filling		21 oz		\$4.99	\$6.99	\$10.09	\$7.39	\$7.99
9	Cherry Pie Filling		21 oz		\$5.29	\$5.69	\$8.89	\$7.89	\$7.96
10	Sugar		4lb		\$3.99	\$3.99	\$4.99	\$4.99	\$5.99
11	Powder Sugar	Dimino	32 oz	4920005175	\$5.49	\$4.99	\$7.59	\$7.59	\$4.99
VEGETABLES & PROVISION		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
12	Yellow Onion	Bag	Bag		\$2.99	\$2.39	\$2.99	\$2.37	\$2.19
13	Garlic	Garlic	lb		\$3.59	\$3.89	\$4.89	\$4.89	\$3.99
14	Yellow Pepper	Yellow Pepper	lb		\$1.29	\$3.99	\$2.99	\$2.99	\$3.99
15	Green Bell Pepper	Green Bell Pepper	lb		\$1.09	\$1.69	\$1.59	\$1.59	\$1.59
16	Red Bell Pepper	Red Bell Pepper	lb		\$2.39	\$2.79	\$2.89	\$2.79	\$3.19
17	Green Bell Pepper	Green Bell Pepper	lb		\$1.69	\$1.69	\$1.59	\$1.59	\$1.59
18	Orange Bell Pepper	Orange Bell Pepper	lb		\$1.69	\$3.99	\$2.99	\$2.99	\$3.96
19	Tomatoes	Tomatoes	lb		\$1.09	\$1.29	\$1.89	\$1.89	\$1.99
20	Celery	Celery	Stalk		\$1.99	\$4.69	\$3.96	\$2.29	\$2.49
21	Potatoe	Bag	5lb		\$3.99	\$2.50	\$4.29	\$1.19	\$4.99
22	Green Cabbage	Cabbage	lb		\$0.69	\$0.79	\$0.89	\$1.09	\$1.39
BEVERAGES (2)		BRAND/MODEL	SIZE	UPC					
23	Orange Juice		46 oz		\$6.99	\$6.99	\$9.09	\$6.99	\$6.99
24	Green Tea Bags	Bigelow	20 ct	7231000823	\$4.99	\$4.99	\$5.29	\$5.29	\$4.99
25	Coffee		10 oz		\$8.99	\$11.99	\$19.09	\$18.79	\$11.99
26	Water		24 ct		\$4.99	\$4.99	\$6.49	\$6.49	\$4.99
27	Sprite	Coco-Cola	24ct	4900006210	\$7.99	\$6.49	\$5.50	\$5.50	\$6.99
28	Pepsi Soda	Pepsi	12 pk	120080994	\$7.99	\$9.98	\$7.97	\$7.97	\$9.89
29	Tropical Punch	Goya		4133102796	\$3.99	\$3.99	\$4.99	\$4.99	\$3.99
30	Pineapple Juice	Goya		4133102782	\$5.99	\$5.49	\$6.89	\$6.89	\$4.99
31	Lemon Juice		32 oz		\$2.19	\$4.99	\$5.79	\$3.99	\$4.99
ALCOHOL		BRAND/MODEL	SIZE	UPC					
32	Shandy (Sorrel)	Shandy	6pk	3399280051	\$9.99	\$10.99	\$10.69	\$10.69	\$10.99
33	Heineken	Heineken	6pk	728900022	\$12.99	\$14.99	\$11.98	\$11.93	\$14.99
34	Corona Extra (Blue & White)	Corona Extra	6pk	8066143	\$12.99	\$14.99	\$15.39	\$11.99	\$12.99
35	Coors Light (Can)	Coors Light	6pk	7199000008	\$9.99	\$9.99	\$9.99	\$9.99	\$10.99
36	Wine (Merlot Flavor)	Bare Foot		1834175110	\$17.99	\$9.99	\$7.99	\$7.99	\$9.99
37	Ponche Kuba	Ponche Kub	750ml	50100430150	\$14.99	\$15.99	\$14.99	\$11.99	\$15.96
38	Stella Rosa (Black Forest)	Stella Rosa	750ml	8787263336	\$12.99	\$14.99	\$11.99	\$14.99	\$14.99
39	Apple Cider	Martinellis	25.4 oz		\$5.49	\$5.99	\$5.99	\$5.99	\$5.99
DAIRY PRODUCTS (4)		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
40	Extra Large Egg	Grade A	1 Dozen		\$3.99	\$4.69	\$6.99	\$3.58	\$4.99
41	Butter	Can't Believe it's But.	13 oz	4060022425	\$14.99	\$12.99	\$17.49	\$17.49	\$7.99
42	Milk (Whole)	Pet	12 oz	5272901124	\$2.19	\$1.99	\$2.27	\$2.27	\$2.99
43	Milk (Whole)	Carnation	12 oz	5000001011	\$1.99	\$2.47	\$2.49	\$2.59	\$1.99
44	Sharp Cheddar Cheese	Kraft	8 oz	2100005371	\$6.49	\$5.99	\$7.79	\$6.49	\$5.99
45	Heavy Cream (Half & Half)		1 pint		\$2.99	\$5.99	\$6.69	\$4.19	\$3.99
46	Egg Nog		1 quart		\$5.69	\$5.99	\$4.99	\$4.99	\$5.99
47	Sour Cream	Daisy	14 oz	73402001614	\$4.29	\$4.69	\$4.99	\$4.99	\$5.49
MEAT PRODUCTS (3)		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
48	Saltfish (Tray)	Saltfish	lb		\$5.99	\$6.59	\$7.79	\$7.79	\$6.89
49	Ground Beef	Ground Beef	lb		\$5.28	\$5.98	\$5.79	\$5.99	\$6.49
50	Cut up Turkey Wings	Turkey	lb		\$3.29	\$3.49	\$4.79	\$4.29	\$3.69
51	Whole Turkey	Saltfish	Per/lb		\$2.09	\$2.98	\$2.49	\$2.49	\$1.99
52	Cornish Hen	Ground Beef	Per/lb		\$16.99	\$13.98	\$17.09	\$17.09	\$13.96
53	Whole Chicken	Turkey Wings	Per/lb		\$2.99	\$3.49	\$3.99	\$2.89	\$2.89
54	Fresh Salmon	Tyson	2 pk		\$8.99	\$7.98	\$13.89	\$3.89	\$13.99
BEANS & CANNED GOODS (4)		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop



55	All Purpose Seasoning	Adobo	28 oz	4133103842	\$6.49	\$4.69	\$4.49	\$4.49	\$5.99
56	Black Pepper		4 oz		\$5.89	\$3.99	\$5.69	\$5.69	\$3.49
57	Salt	Morton	28 oz	2460001003	\$2.39	\$2.89	\$4.29	\$4.29	\$1.49
58	Turkey Gravy	Heinz	12 oz	1300079910	\$3.19	\$4.69	\$7.79	\$7.79	\$4.69
59	Sofrito	Goya	12 oz	4133102146	\$2.49	\$2.19	\$1.99	\$1.99	\$2.99
60	Recaito	Goya	12 oz	4133102152	\$2.69	\$2.19	\$1.99	\$1.99	\$2.99
61	Tomatoe Sauce	Goya	8 oz	4133103961	\$0.79	\$0.66	\$0.79	\$0.79	\$0.66
62	Diced Tomatoe	Hunt's	14.5 oz	2700038040	\$3.09	\$4.69	\$4.69	\$4.29	\$3.99
63	Vinegar	Heinz	32 oz	1300000854	\$3.29	\$3.69	\$4.29	\$4.29	\$3.99
64	Green Pigeon Peas	Goya	15 oz	4133112001	\$2.99	\$1.89	\$2.89	\$1.99	\$1.99
65	Red Kidney Beans	Goya	15 oz	4133112402	\$1.89	\$1.49	\$1.99	\$1.89	\$1.66
66	Cranberry Sauce	Ocean Spray	14 oz	3120001605	\$2.99	\$3.69	\$3.69	\$3.69	\$1.89
67	Cheeries		16 oz		\$6.49	\$4.99	\$5.90	\$7.89	\$5.99
68	Gauva Paste	Goya	21 oz	4133103080	\$3.99	\$4.69	\$4.69	\$4.69	\$4.99
69	Raisins	Sunmaid	9 oz	4114302450	\$4.99	\$3.99	\$5.49	\$3.99	\$4.99
FRUIT (3)		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
70	Apple (Red)		lb		\$1.59	\$2.29	\$1.89	\$1.89	\$2.49
71	Apple (Green)		lb		\$1.69	\$2.19	\$2.29	\$2.29	\$2.49
72	Apple (Yellow)		lb		\$1.89	\$2.79	\$2.39	\$2.39	\$2.49
73	Red Grapes		lb		\$3.99	\$3.99	\$3.99	\$3.99	\$4.99
74	Orange		lb		\$0.89	\$0.50	\$0.99	\$0.99	\$1.99
75	Pear		lb		\$1.99	\$2.89	\$2.49	\$2.49	\$2.49
76	Lemon		lb		\$0.29	\$0.46	\$0.59	\$0.44	\$0.50
77	Lime		1b		\$0.34	\$0.20	\$0.25	\$0.25	\$0.50
78	Cantaloupe Melon		lb		\$1.29	\$5.69	\$4.99	\$4.29	\$5.99
79	Honey Dew Melon (Whole)		lb		\$1.89	\$6.39	\$6.99	\$6.99	\$7.99
80	Pineapple (Whole)		lb		\$4.99	\$3.99	\$4.49	\$4.49	\$5.49
BODY PRODUCTS		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
81	Rubbing Alcohol		16 oz		\$1.39	\$6.99	\$3.59	\$3.49	\$3.49
82	Shampoo (Strawberry)	Sauve	15 oz	7940046274	\$4.49	\$5.99	\$4.29	\$4.29	\$4.99
83	Toothpaste (Fresh Mint)	Aim	5.5 oz	3320000090	\$2.99	\$2.49	\$2.29	\$2.29	\$3.99
84	Aluminum Foil	Reynolds	200ft		\$14.99	\$18.99	\$14.99	\$14.99	\$19.99
85	Aluminum Foil		75 ft		\$6.49	\$6.99	\$9.19	\$9.99	\$6.99
86	Forks		25 ct		\$1.29	\$1.99	\$1.29	\$1.29	\$1.29
HOUSEHOLD ITEMS		BRAND/MODEL	SIZE	UPC	Plaza Extra	The Market	Pueblo-E	Pueblo-L	Stop & Shop
87	Flying Insect Spray	Raid	11 oz	4650041708	\$3.99	\$3.49	\$3.49	\$5.49	\$3.50
88	Softener	Suavitel	28.7 oz	9588705653	\$2.69	\$2.50	\$3.99	\$3.99	\$3.50
89	Dish Liquid	Palmolive	12 oz	350046413	\$2.29	\$2.39	\$2.29	\$3.99	\$2.49
SNACKS		BRAND/MODEL	SIZE	UPC					
90	Doritos	Doritos	10.8 oz	2840061370	\$5.99	\$5.99	\$6.69	\$5.39	\$6.99
TOTAL					\$432.24	\$467.10	\$511.10	\$470.39	\$481.31

