

Lower bread prices start at Pick n Pay

Following Pioneer Foods announcement that it had begun to reduce the price of bread and flour, in compliance with the Competition Tribunal's order in the bread price-fixing matter, Pick n Pay said it had already started passing this saving on to consumers.

Pick n Pay dropped its Sasko brown and white bread prices on 3 December by 25 cents and 30 cents respectively. "These prices will be valid until the end of January," spokesman Tamra Velej said. Pick n Pay dropped the selling prices of bread in its bakery division on 22 November 2010. "The price of white 600g bread has been dropped to R4.89, while the price of white 700g bread was reduced to R5.59. The price of brown 600g bread was dropped to R3.89 while the price of brown 700g bread was dropped to R4.89."

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