

‘SELF CATERING ON A SHOESTRING’ BAROMETER 2011

Survey of supermarket prices across top eurozone family holiday destinations

If you are planning a family self-catering holiday this year, you will find supermarket prices lowest in Majorca. The Balearic Island was cheapest of 12 popular self-catering villa and apartment destinations for a weekly basket of food staples according to the new *Self Catering on a Shoestring* shopping barometer by Post Office® Travel Money.

Key findings include:

- **Majorca is cheapest for supermarket food and drinks**
- **Prices in Cyprus are 68 per cent higher than Majorca**
- **Second cheapest is the Algarve - a close runner-up to Majorca, just a few pence more expensive**
- **Prices vary across eurozone resorts, most notably in the Greek Islands, where Corfu is much better value than Crete**

You can obtain euros on demand in more than 8,500 Post Office bureaux de change branches, while 1,600 larger branches stock 25 of the most popular foreign currencies. In total over 70 currencies can be pre-ordered at almost 12,000 Post Office outlets or online at postoffice.co.uk for next day branch delivery. Home delivery is also available when ordering online.

Shopping research was conducted in resorts for Post Office Travel Money by villa holiday specialist, Meon Villas (www.meonvillas.com)





Typical one-week family shopping basket price breakdown

ITEMS	MAJORCA C'an Picafort	PORTUGAL Algarve	SPAIN Costa Blanca	CORFU Corfu Town	MENORCA San Climent	KEFALONIA Scala	GOZO Ghasri	LANZAROTE Puerto del Carmen	ZAKYNTHOS Laganas	UK Brighton	CRETE Heraklion	ITALY Tuscany	CYPRUS Limassol
5 x Loaf of bread	£2.85	£5.20	£5.65	£4.50	£8.25	£5.65	£3.30	£9.45	£4.25	£6.00	£4.50	£9.45	£7.10
1 x Butter	£1.32	£0.94	£1.04	£2.78	£2.35	£2.36	£1.42	£1.42	£1.89	£1.24	£2.02	£1.60	£2.17
2 x Kids breakfast cereal	£2.64	£4.50	£3.30	£4.16	£3.76	£5.66	£7.54	£3.96	£5.66	£3.94	£5.64	£5.24	£4.72
5 x Milk (1 litre)	£4.70	£3.75	£4.00	£4.95	£4.30	£4.25	£4.70	£4.25	£5.65	£4.45	£5.45	£7.90	£6.55
4 x Orange juice (carton)	£2.64	£3.72	£3.72	£2.84	£8.12	£4.52	£5.68	£3.40	£4.52	£4.00	£5.08	£5.68	£8.12
2 x Eggs (6)	£2.44	£1.30	£1.70	£1.98	£1.76	£1.88	£2.26	£2.08	£2.84	£3.14	£2.36	£3.20	£2.94
2 x Cheese (250g)	£5.28	£1.86	£5.48	£3.12	£4.44	£4.24	£3.78	£6.60	£4.72	£3.28	£5.66	£5.66	£6.58
2 x Ham (4-6 slices)	£2.92	£3.12	£2.16	£2.08	£2.62	£3.78	£2.84	£2.84	£4.72	£4.00	£6.60	£4.72	£4.72
2 x Tomatoes (1kg)	£3.00	£2.82	£3.00	£2.64	£2.92	£3.78	£2.84	£4.34	£5.66	£4.00	£3.02	£2.84	£1.70
1 x Toilet rolls (4)	£0.85	£1.64	£1.89	£1.42	£1.03	£3.30	£2.83	£1.98	£2.83	£1.98	£1.60	£1.70	£3.77
1 x Sugar	£0.94	£0.84	£0.90	£0.66	£1.18	£0.94	£1.13	£1.51	£0.94	£0.82	£0.82	£0.94	£1.89
1 x Teabags (40)	£1.78	£2.34	£1.79	£2.26	£1.69	£2.25	£1.89	£2.36	£2.83	£1.15	£2.74	£1.70	£2.36
1 x Coffee (100g)	£3.35	£1.31	£1.51	£3.30	£2.59	£1.42	£1.89	£3.21	£2.36	£2.48	£2.42	£3.30	£4.95
1 x Water (6 x 1.5 litre)	£2.36	£0.68	£1.42	£1.75	£2.41	£1.89	£1.89	£2.83	£1.13	£2.99	£1.75	£2.36	£2.83
2 x Beer (6 pack)	£4.34	£6.58	£6.60	£6.60	£5.08	£9.44	£13.20	£7.16	£7.54	£13.58	£12.26	£9.44	£9.44
2 x Wine (bottle)	£2.82	£3.76	£3.12	£5.18	£4.48	£3.76	£2.84	£3.58	£5.28	£6.58	£5.64	£6.60	£4.72
TOTAL BASKET COSTS	£44.23	£44.36	£47.28	£50.22	£56.98	£59.12	£60.03	£60.97	£62.82	£63.63	£67.56	£72.33	£74.56

Source: Post Office. Data relates to exchange rates on 17 May 2011.

Prices researched by Meon Villas in eurozone resort supermarkets. Prices quoted are based on an estimate of basic one-week consumption for a family of four. Comparative pricing for costs in the UK (Brighton) were researched independently by Post Office Travel Money.