Based off the tests, store brands were often at least as good as national Brands. And cost less! $
**STORE BRAND WINNER**

Swanson
66 cents per serving

VERDICT Giant Eagle. It's a simple, mild broth with a slight taste of roasted chicken. Swanson's broth tastes highly processed, has hints of dehydrated spice and off-tastes, and varied a bit from one sample to another.

Giant Eagle
52 cents per serving
TOSS-UPS

**Skippy**
20 cents per serving

**Wegmans**
15 cents per serving

**VERDICT** Tie. Both are fine choices. Skippy is a bit sweeter and slightly more bitter than Wegmans, which has more of a roasted impression.
**TOSS-UPS**

Sunshine
38 cents per serving

**VERDICT** Tie. Sunshine has more sour-dairy flavor (think sour cream), with a cheesy flavor at the finish; Clover Valley is slightly saltier and more toasted.

Clover Valley (Dollar General)
19 cents per serving
**TOSS-UPS**

Chobani
$1.31 per serving

Winn-Dixie
$1.09 per serving

**VERDICT** Tie. Even for our experts, it was hard to tell these two apart. Both are tasty, but the Winn-Dixie is a bit sweeter, with slightly more dairy flavor.
**TOSS-UPS**

**Friendship**
68 cents per serving

**H-E-B**
31 cents per serving

**VERDICT** Tie. Friendship's small curds are soft, and the product is bland overall. H-E-B's curds are chewy and a bit salty, with a tangy, slightly sour dairy flavor.
Hidden Valley
22 cents per serving

Market Pantry (Target)
10 cents per serving

VERDICT Tie. They are of about the same quality, but they taste different. Hidden Valley has black-pepper bits and flavors of Parmesan and Dijon, Market Pantry has more prominent buttermilk and vinegar flavors.

Freihofer’s
26 cents per two slices

Hy-Vee
14 cents per two slices

VERDICT Tie. Their textures are similar—soft—but their tastes are not. Freihofer’s has mild grain and malt flavors and a caramel color, plus a burnt top that adds bitterness. Hy-Vee looks almost like white bread. It has a yeasty, sourdough-like flavor and slight off-tastes.
Nature Valley 56 cents per serving

Great Value (Walmart) 33 cents per serving

VERDICT Tie. Both are chewy and have nuts, raisins, and dried cranberries. The dried fruit is slightly more flavorful in Nature Valley's bars.
TOSS-UPS

Diamond
52 cents per serving

Kirkland Signature (Costco)
35 cents per serving

VERDICT Tie. They're basically interchangeable, but the Kirkland Signature walnuts are slightly sweeter, with a little less roasted flavor.
NAME BRAND WINNERS

VERDICT Kellogg’s. Kellogg’s, with a pancake-syrup flavor, isn’t great, but Essential loses because of slightly chalky oats, with just a few clusters; an oxidized taste; and a lingering bitter aftertaste. It also has more sodium.

Essential Everyday (Supervalu-Jewel and other chains)
37 cents per serving

Kellogg’s
48 cents per serving
Bush’s
56 cents per serving

Food Lion
37 cents per serving

**VERDICT** Bush’s. Bush’s boasts brown-sugar and molasses flavors, with a slight smoky note. Food Lion has a harsh, ashy artificial smoke flavor, is bitter, and has a metallic off-note. Those drawbacks overwhelm the more subtle flavors of onion and molasses.
NAME BRAND WINNERS

Ben & Jerry’s
$1.12 per serving

Kroger Private Selection
45 cents per serving

VERDICT Ben & Jerry’s. It has flavorful dark-chocolate chips and lots of big dough chunks that are a bit gritty. Kroger’s ice cream is mediocre, and the dough is in small, gritty pellets, with artificial butterscotch and raw-flour flavors.
**NAME BRAND WINNERS**

**Quaker**
16 cents per serving

**Publix**
11 cents per serving

**VERDICT** Quaker. It has clean, nutty grain flavors with a toasted taste. Publix, on the other hand, is soft and a bit mushy, with lots of broken oat pieces.
NAME BRAND WINNERS

Birds Eye
35 cents per serving

Stop & Shop
31 cents per serving

VERDICT Birds Eye. Its flavorful, fresh-tasting vegetables trounce the starchy, shriveled, low-flavor veggies from Stop & Shop, which also have more sodium.
**NAME BRAND WINNERS**

*Stouffer's*
$1.58 per serving

*Eating Right (Safeway)*
$1.50 per serving

**VERDICT** *Stouffer's.* The name-brand lasagna wouldn't be mistaken for homemade, but it's decent. The Eating Right product is dominated by dehydrated oregano and greasy/fatty flavors. The meat bits are chewy; the noodles, pasty. But Stouffer's has more sodium than Eating Right.
**SOY DREAM**

84 cents per serving

**Price Chopper**

40 cents per serving

**VERDICT** Soy Dream. Soy Dream is sweet and off-white, and has vanilla and slight malt flavors. Price Chopper is thin, beige, and lightly sweetened, with hints of adhesive-bandage and Play-doh-like tastes and a licorice aftertaste.

**Tropicana**

60 cents per serving

**VERDICT** Tropicana. It has distinct orange flavor and is moderately sweet. In Nice, cooked flavors with marmalade and vitamin notes detract from the score, as does a lingering bitterness. Nice is “pasteurized from concentrate”; Tropicana claims its product is “never from concentrate.”

**Nice (Walgreens)**

28 cents per serving