Spending

# MORE

than

# YOU

# Should?

There are many ways to

# Save Money

at the

# Grocery Store

## Do:

- **Buy store brands and generic brands.** They are usually on the shelves below the name brands. They are often lower in price.

- **Watch for "2-for sales".** Items are often priced 2 for $1, because you are likely to buy more. You can buy 1 for $0.50. Buy only what you need.

- **Take advantage of "loss leaders".** These are items that the store marks down or gives a very low mark-up. They are offered to get you to come to the store.

- **Use coupons.** But only if you were going to buy the product anyway. Be sure the price of the product with the coupon is lower than the price of the generic or store brand item.

- **Buy produce that is in season.** The price will be lower.

## Watch for:

- **Displays placed at the ends of aisles.** This location makes it look like you are getting something on special. Be sure to check the price.

- **Food items placed at eye level.** These are often more expensive or hard-to-sell items. They get more attention on the middle shelves.

- **Items advertised on children's TV programs.** These are placed on shelves at a child's eye level because children will urge parents to buy the products they saw on TV. Shop alone, if possible.
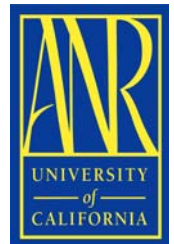
## Avoid:

**Impulse items.** Candy, magazines, gum, etc. These are placed at the checkout counter because you are more likely to buy them.

**Remember:** It is the job of grocery store managers to get you to spend money. Your job is getting the most for your money. Being aware of the methods grocery stores use to get you to buy can save you money.

# For more information contact:

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