



Larger grocery stores offer more variety.

Mini-markets usually have expensive food packaged in small containers.

Check grocery ads in newspapers to see what's on sale.

Shop with a grocery list every time – and stick to it!

Plan!

LOOK!

The most expensive brands are usually at eye-level on the shelves.

Look higher and lower for less expensive items.

Use coupons for items you usually buy.

Write your shopping list on an envelope and put your coupons in it!

Plan!

Sale!

Store brands and sale items may not always be the best buy!

Shop as few times as possible during the month – the less you shop, the less you spend!

Plan!

Shelves have unit pricing labels on them, making comparisons easy!

SAVE!

If a store is out of a sale item, ask for a rain check* at the checkout counter.

*This is the store's promise to sell you the item at the sale price when they get more.



Buy unsweetened cereal – you can always add a little sugar yourself!

Compare cereals – will a store brand save you money over the name brand?

Don't shop when you're hungry and, if possible, shop by yourself.



Yes!

Buy fresh fruits and vegetables in season – or canned anytime!

Look for fliers near the door that offer special buys!



CHEAP!

Ask when your store reduces meat prices and shop then.

Save time by shopping when the store is less busy.



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