

SAVING AT THE GROCERY

- **Shop the perimeter.** You will find the freshest whole foods around the outside of the store (produce, meats, dairy, etc).
- **Buy in bulk when possible.** You don't have to buy the gallon jug of ketchup, but be conscious of when you are paying for extra packaging. For example, applesauce in a jar is much cheaper per ounce than individual applesauce cups.
- **Compare & contrast.** Many stores will put the price per ounce in the corner of the price tag—this makes it easy to compare products that come in different sized packages.
- **Don't be afraid to buy the store brand.** You will pay extra for the name brand on the label, not necessarily for a better product.
- **Keep it simple.** Remember, convenience is costly and extra packaging = extra price.
- **Be attentive to marketing claims.** Products are covered with symbols, buzzwords, and health claims. Sometimes they are helpful, but they can often be misleading. For example, Oreos are "plant-based" and gummy worms are "fat-free", but it doesn't make either healthy.
- **Check ingredients.** If there are 6 or more—or if there are any you cannot pronounce—best to skip it.

