



WINNING THE GROCERY STORE GAME

Stick to the list and plan but be flexible enough to accommodate the following:

- ❖ **MEAT OR DAIRY REDUCED PRICE/MANAGER'S SPECIALS.** These items are going out of date in the next day or so but are still good to purchase. Make sure to process, use or freeze promptly.
- ❖ **MARKED DOWN OR DISCONTINUED ITEMS.** Learn where to find in each store-IE end caps, special aisle etc. Especially good to check these areas after holidays or seasonal times like end of summer. You then may be able to purchase "treats" at a reasonable price, purchase and save something for a gift or special occasion.
- ❖ **BE ALERT FOR SIGNS THAT INDICATE A SPECIAL OR UNADVERTISED SALE.** Make sure the price is really a good deal and not just a gimmick; check the price tag on the shelf, compare against your store list.

Coupons best used to decrease the total dollar amount of your basket.

- ❖ Store coupons/discounts can be used with manufacturers coupons
- ❖ Cleaning supplies, health/beauty coupons are best used during a sale, otherwise like any other time, generic/store brands are cheaper.
- ❖ Pick up the coupons from the check-out and sort thru, never know when they generate a great coupon or discount!
- ❖ Always clip cheese, dairy and bread coupons and look to use with a sale for the best application.
- ❖ Know the cycle for the store ad so you can anticipate when is the best time to use some of your coupons for best savings.
- ❖ Always compare the price with the coupon against other brand pricing to make sure that it is really a "cost-savings".

Where to say NO in the store; best to just avoid it!

- ❖ Snack aisle
- ❖ Pop and alcohol
- ❖ Bakery and DELI
- ❖ Anything you have trouble saying “no” to and those items that are not that nutritional (i.e. ice cream)

CHECK THOSE PRICES BEFORE, DURING AND AFTER.

- ❖ Make sure that children with you are occupied or helping to keep them from distracting your attention.
- ❖ Use the “check the price” scanners in the store to confirm a sale price if it is not marked on your item. This will save an argument and time at the register.
- ❖ Pay attention as the scanner rings up prices to make sure they are right.
- ❖ Make sure the cashier or you take off all coupons and discounts.
- ❖ Look again at the receipt before leaving the store for accuracy; go to service desk if there is a question or dispute. Anymore, most checkers are not allowed to fix an error after a payment has been made.
- ❖ Group your sale items together to make it easier to “watch the price” as it is rung up at the check-out.
- ❖ Save those receipts and check them regularly for budget creep. Make a note if there was something special to justify an increase.

Remember just because you save money one week, you DO NOT increase your budget the next week. Know your plan for how to make those savings WORK for you!!!

