# Shopping to Save
# Buying Guide to Good Deals

## Easy Tips Can Add Up to Big Savings

### Look Low for Bargains

Most bargain brands will be located on the lower shelves. More expensive and name brands are located at eye level to grab your attention.

### The Power Wall

Looking to save big money? Shop the Power Wall. This is usually the wall just inside the front door of the grocery store. It displays both seasonal and weekly sales items.

### Use a Grocery List

Use your grocery list to help you stay on track and avoid impulse buys. Try arranging your list to follow the flow of departments in your favorite grocery store—backtracking leads to impulse buys!

### Shop Weekly Sale Ads

Shopping the weekly sales ad offers significant savings. Stock up on extras when on sale. If you buy more than you can use, simply freeze for later use. Make sure you have ample freezer space to prevent unintended food waste. Learn more about keeping food cold: go.illinois.edu/FreezeForLater

### Use Electronic Coupons

Many stores allow you to use both electronic manufacturer and local store coupons on items for double the savings.

### Check Savings Clubs and Apps

Many stores offer member-only savings benefits.

### Limit the Number of Trips

Plan menus for one or two weeks, and then shop for everything in one trip.

### Keep a List of Items You Have

Keeping a list will help prevent buying duplicate items, reduce food waste, and help with menu planning.

### Don't Shop When You're Hungry

A small snack and a bottle of water can help prevent impulse buys!

### Buy Seasonal Produce

During the winter months, buy frozen and canned items. They are just as nutritious and less expensive! When purchasing canned items, select low-sodium veggies and fruit packed in 100% fruit juice.

### Go Meatless One Day a Week

Beans and eggs are great sources of protein and less expensive.

### Track the Food You Throw Away

Only buy enough food that you can use before it spoils or buy it in a form that has a longer shelf life, such as canned, frozen, or dried.

### Check Your Receipt

Check your receipt before leaving the parking lot.

### Plan Your Menus

Use the weekly sale flyer and items you have on hand in your cabinet and freezer to plan your menus.

## Compare Prices

The lowest price is not always the best buy. Find the best buy by comparing unit prices.

### Unit Price Tag



- Item Bar Code
- Item Description
- Total Price
- Price Per Unit

94
041548-34586   DSD
25216   56 OZ   48B   3
DREYERS/EDYS LT CRML DELT
UNIT PRICE 9.80¢ PER OUNCE   $5.49

## Shop in Bulk

- Buying in bulk saves money because it leads to fewer shopping trips.

- Buying in bulk is typically less expensive per unit.

### Ask Questions Before Buying in Bulk

- Will you use your purchases before they go bad?

- If the items will not be used before the "best if used by" date, and you have to throw them out, it is a waste of money!

- Do you have enough space to store everything?

- Make sure you have enough storage space, especially when buying items needing refrigeration.

## Calculate Unit Price

Compare prices by calculating the price per unit. Some labels show unit price per ounce, while others may tell you the price per unit in pounds. Unit pricing is often listed on the store shelf. If there is no unit price tag on the shelf, you can calculate it.

To determine the unit price, divide the total product price by the product size, generally indicated in ounces, fluid ounces, grams, or pounds.

$$\frac{\text{TOTAL PRICE}}{\text{SIZE}}$$

$$\frac{\text{TOTAL PRICE } \$5.49}{\text{SIZE 56 OUNCES}} = \$.098 \text{ PER OUNCE}$$

**Illinois Extension**
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

extension.illinois.edu