



Be a Wise Shopper!



- **Make weekly menus-** Use a calendar. Check family schedules and weekly grocery ads to plan a menu that includes what your family likes to eat and sale items. Create a list.
- **Do not go to the store without a shopping list!** Stick to your list to help you avoid “impulse” buys!
- **Buy one, get one free:** Such sales can be even better deals if you can use coupons with the purchases. Remember, it’s only a good deal if your household uses the product regularly.
- **Look for rebates and “free-bates”:** Look for coupons that refund the full purchase price. You may actually make money when you use a coupon and get full price back.
- **Use loyalty cards:** If you don’t have one from your supermarket, get one now. It’s the single easiest way to save money on items on sale each week at the market.
- **Check the Sunday newspaper:** Newspapers remain an important source for store and product coupons.
- **Buy fresh fruits and vegetables “in season”.** Buying in season can save you money. (See Seasonal buying Guide for tips).
- **Visit local farmers markets:** they often have good deals, and if you go just before closing, you can negotiate for even better bargains.
- **Try store brands:** These often come from the same plants and factories as the large consumer labels and can be less expensive than a more famous name—even with a coupon. Generic and store brands have greatly improved in quality.