Tips and tricks

* Try and plan out your meals for the each based on what you already have in your fridge and pantries
* Always shop with a list!
* List the items in order of the layout of the store to avoid unnecessary time and wandering
* Grocery stores are designed to make you walk past as many items as possible to encourage you to buy extra when all you need is milk and eggs (which are in the back)
* Know the layout of your grocery store and spend most of your time around the outside aisles of the grocery store. Go down only the aisles that have something on your list.
* Read the weekly store flyers to check for sales and specials
* Replace meat with beans in some recipes to save money
* Buy fruits and vegetables in season
* Buy frozen juice concentrate instead of ready to drink juice, if its cheaper
* Most groceries have the bakery products first so you will smell bakery products and make you feel hungry, it’s a good idea to have a meal or snack before you shop so you don’t buy extra items just because you’re hungry.
* National brands are placed at eye level which are priced higher. Lower priced items are placed either lower or higher shelves.
* Products that appeal to children are often displayed at kids eye level. When you shop with your children, bring a snack or something to keep them busy to prevent requests of extra items. It may be helpful to have them participate in creating the shopping list and help you select items.
* Products are often displayed at the ends of aisles are called “endcaps”/ Manufacturers pay for “endcap” placement to advertise new or popular products. Products on endcaps are not necessarily on sale. Many times they are just new or popular items. Even if these products are on sale, they might not be the lowest-priced option. Look for the same items in their usual place on the shelves and compare prices before you buy items displayed from the endcaps.
* Use coupons only if you are CERTAIN you will use the product. Check if its less expensive than other brands, and you can use it before it spoils.