

# How to Save on GROCERIES

- IT'S A -  
**MONEY THING®**

The average Canadian household spends

**\$7,536**

a year on groceries.  
Here are some tips to help you take a bite out of your grocery bill!



## YOUR NEIGHBOURHOOD GROCERY STORE DESIGNED TO UPSELL

Grocery stores are designed to make you slow down and wander around—and spend more money in the process



**MUSIC:** Studies have shown that music can affect your purchasing behaviours. Slow music makes you take your time and spend more money, while classical music encourages you to buy more expensive items.



**BULK SALES:** The promotion of bulk pricing can entice you to buy more product than you need, at prices that aren't necessarily cheaper. If you really do need more, be sure to compare unit and volume prices to see if you are actually saving.



**STORE LAYOUT:** The dairy department and other essentials are usually located in the back of the grocery store. This makes you walk through the entire store to get what you need, increasing the likelihood that you'll buy more.



**BAKERY LOCATION:** Grocery stores place the bakery department near the entrance, hoping that the smell of baked goods will activate your salivary glands and entice you to buy.



**CHECKOUT:** This is the most profitable area of the grocery store. Glossy magazines and shiny candy bars entice you to throw a last-minute item or two into your basket.



## COUPON CLIP YOUR WAY TO SAVINGS

Check for store or product coupons ahead of time to save major bucks

Groceries cost Canadian households

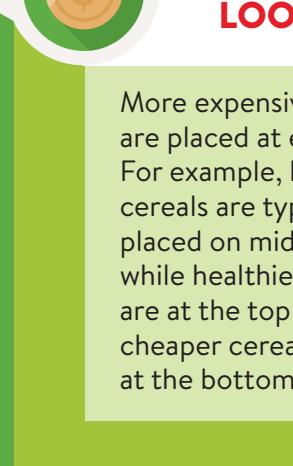
\$628.00 a month

An average family using coupons can save

\$48.60 a month

That's a potential savings of

**\$583.20** a year



NATIONAL BRAND \$4.59 2.5 kg  
STORE BRAND \$3.79 2.5 kg

PREWASHED LETTUCE \$3.99 142 g

FRUIT JUICE BOXES \$3.39 6 x 200 mL  
FRUIT JUICE \$3.39 2L

GENERAL CEREAL \$3.49 400 g  
TOasted OATS \$3.49 400 g

BRAND NAME VS. GENERIC

Save the brand names for products where you can really taste and see the difference. For everything else, generic or store-brand products are just fine and cost much less.

PAYING FOR CONVENIENCE

Convenience comes at a premium price. Avoid prewashed and precut fruits and vegetables, shredded cheese and other overpriced foods. Instead, save money by doing some of the work yourself.

COMPARE PRICE PER UNIT

Packaging shapes and sizes can make it difficult to compare prices. Some retailers break down how much you are paying per unit on their price tags. If you're still not sure, take out a calculator.

LOOK UP AND LOOK DOWN

More expensive items are placed at eye level. For example, brand-name cereals are typically placed on middle shelves, while healthier options are at the top and cheaper cereals are at the bottom.

BROUGHT TO YOU BY



It's a Money Thing is a registered trademark of Currency Marketing

Sources: CouponCabin.com, Food Marketing Institute, Statistics Canada

- IT'S A -  
**MONEY THING®**