

Week 4

Smart Grocery Shopping

Lesson 1

Write the definitions from the glossary for the following vocabulary terms.

1. shop _____

2. meal _____

3. comparison _____

4. price _____

5. economical _____

6. expedite _____

Lesson 2

Read the following text for good understanding.

Because food is one of the largest single expenditures in the family budget, learning to **shop** efficiently is essential. You will get more for your food dollar and cut down on waste if you plan ahead, tailor your menus to your family's tastes, and learn to resist the impulse purchases. It is most efficient to restrict your shopping to one trip per week.

The less time you spend in the grocery store, the more money you will save.

HOME — THE PLACE TO START

Your shopping list should be precise and well organized. Begin by taking inventory of both your refrigerator and your cupboard.

You will want to stock up on staples that are running low, purchase the ingredients for the next week's **meals**, and get the best buys on everything you need.

- Plan around your leftovers. Do you have what you need to turn the remains of last night's roast into tomorrow's casserole?
- Check newspaper ads for specials that you can plan a meal around. Not all items advertised as specials are good buys, so whenever possible, **comparison-shop** among the ads.
- Choose your grocery store carefully, and stick with it. Don't spend time and money running from store to store looking for the lowest price on every item on your list.
- Base your choice of grocery store not just on price but also on the quality and freshness of the meat and produce.



COUPONS AND SPECIALS

If you are watching the ads and clipping coupons, you know where savings are to be found each week. Learn how to use coupons and specials to your best advantage.

- Find out when your store redeems coupons at "double value" and shop then, even if the store is busier than usual.
- Never buy anything just because you have a coupon.
- Don't buy a brand name for which you have a coupon without checking to see whether another brand is cheaper.
- Remember that many coupons are for heavily processed convenience foods that probably can be made cheaper from scratch.
- To avoid letting coupons expire before you have a chance to use them, redeem your oldest coupons first. Before you leave home, review your coupons and match them to items on your shopping list.

LEARNING GROCERY STORE STRATEGY

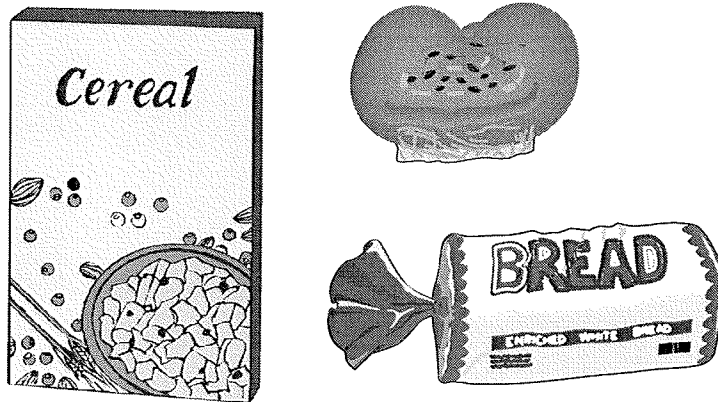
No one likes to think he or she is susceptible to impulse buying, but stores are designed to weaken resistance. The soft music and bright lights are there to lull customers into a trance, and the displays are aimed at tempting you to buy things you really do not need. Here are a few tips to help you resist those urges.

- Stick to your list. Any decision to buy made inside the store is considered impulse buying.
- If you need only a single item, don't take a cart. Get what you came in for, then head back to the checkout counter. (The milk and meat counters are often placed at the back of the store to entice

you to pick up something else en route.)

- Never shop when you are tired or hungry.
- Be aware that the crackers and cookies at the ends of aisles and the candies, chewing gum, and magazines at checkout counters are there to tempt you with items that are probably not on your list.
- Shop alone as often as possible, or entrust the task to the family member who is least likely to stray from the list.
- Above all, try to leave the children at home. It is no accident that a lot of widely advertised junk food is placed on the shelves at the eye level of a three-year-old.





- Avoid prepackaged produce. Select fruits and vegetables from the bins to get the size, quality, and quantity you need.

Bread, Rice, and Cereals

- Buy bread by weight, not by size. The largest loaf is not always the best buy.
- Buy marked-down, day-old baked goods and freeze what you cannot use right away.
- Don't waste money on seasoned rice. Add your own herbs and spices.
- Avoid cereals with added sugar and fruit. They run up the price.
- Go for the large box of cereals instead of expensive individual serving-size packages.

SAVING TIME

Here are a few tips to **expedite** your shopping so that you can whiz in and out of the store.

- If you have a large freezer, limit major shopping trips to every other week. In between, all you will need will be perishables like milk, fresh fruits, and fresh vegetables.
- Ask the checkout people when the store is least crowded and shop at those times, usually early in the morning or at the dinner hour.
- Learn your grocery store layout so that you can breeze through without having to backtrack time and again.
- Whenever possible, cluster your errands. Choose a store in a shopping center that includes a dry cleaner, shoe repair shop, and photo development shop, for example.