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of the United States

Department of Licensing and Consumer Affairs

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DLCA CONSUMER TIPS

The Department of Licensing and Consumer Affairs (DLCA) is pleased to release the continuation of consumer friendly tips that should be taken into consideration when purchasing groceries. This helpful information is the second series of tips on this particular topic. The following tips will serve as "supermarket strategies" that can aid consumers in making wise purchase choices.

Consumer tips for purchasing groceries:

- **Read labels and check out unit prices-** A unit price is the cost for a small unit of measure, such as an ounce, which is used to compare the cost of differently priced items in differently sized containers. It is important for consumers to read the labels on grocery goods before purchasing. There are a number of brands of specific grocery goods that are packaged by different manufactures but the items may look identical. Same size, same shape, and same height- however the content amount may vary- sometimes by several ounces. Reading the label allows you to select the grocery item with the greatest content amount. This then allows you to get the most for your money.
- **Beware of so-called "specials"-** Food displayed in a store as a "featured special" are not necessarily bargains but may simply be promotions of regularly priced items approaching their "sell by" dates. If you see an item marked "special," it is important that you first look for the expiration date before purchasing. If the expiration date on the particular item is not visible, immediately report it to DLCA. The alteration of labels on any consumer good is a clear violation of the Deceptive Trade Practices Act, pursuant to Title 12A, Section 101 of the Virgin Islands Code.

Continue to listen for additional consumer tips next week. Consumers are reminded to shop wisely and compare food prices to make the best economic choices. DLCA will continue to facilitate the process for consumers as part of its mission of *Assisting, Educating and Protecting Consumers*.

CONSUMER TIPS



"Serving Businesses and Assisting, Educating & Protecting Consumers"