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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 third series of tips on this particular topic. Research findings have indicated that groceries consume the biggest part of a family's household budget. The following tips serve as "supermarket strategies" that can aid consumers in making wise purchase choices and save money on groceries.

Consumer tips for purchasing groceries:

- **Do plan ahead** – One of the biggest budget busters is going to the store without a game plan. Plan the week's meal and snacks and jot down everything needed for each meal. One of the easiest ways to lower your grocery bill is simply to make fewer trips to the store. You can achieve this by making a list, having a plan, and sticking to it. Make a big trip once or twice a month. The fewer times you're in the store, the less opportunity you'll have for impulse buying. *Research indicates that consumers making a "quick trip" to the store end up spending 54 percent more than they intended.
- **Try "no frills" and store brands-** Remember its worth checking out alternatives to the priciest products. Buying items that are not nationally advertised but that are identical- or at least close enough- can save you a lot of money. Compare ingredients to determine how similar products are, sometimes they're identical. If you find that the generic brands are not quite up to par you can always go back to your favorite name brand.

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"