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DLCA CONSUMER TIPS

The Department of Licensing and Consumer Affairs (DLCA) is pleased to release another series of its weekly tips which provide consumers with helpful and pertinent information that they can use to be smarter consumers. "Our information campaign is new and improved and is designed to better assist, educate, and protect consumers. The mission of the department will continue to be at the forefront of all that we do at DLCA," said Commissioner Biggs.

The Department recognizes the importance of providing consumers with the necessary tools to make wise purchase choices. Every month, the Consumer Protection Services Division (CPS) of DLCA conducts the food basket survey and provides consumers with its findings. The food basket survey is designed to inform consumers of which stores have the best prices on staple grocery items.

To further assist consumers with what can be considered one of the most costly household purchases, DLCA's tips for this week will highlight "supermarket strategies" that consumers can use when purchasing groceries.

Consumer tips for purchasing groceries:

- **Comparison shop-** Ask yourself if the store where you shop gives the best value for your dollars. Utilize the food basket survey put out by DLCA to compare items that you frequently buy. Chances are you'll find a small price difference on several items when you compare stores. This can add up to significant savings over time if you shop at the store that offers you the lowest prices.
- **Keep a running shopping list-** Jot down items you're running low on to make your shopping more efficient. A list will help you avoid impulse purchases, which are often costly and unhealthy. Following a list will also help you avoid time-consuming extra shopping trips, which can burst your budget if you opt for a convenience store where prices are typically higher.

Continue to listen for additional consumer tips next week. Highlighted will be the importance of reading labels, checking for unit prices, being aware of so-called "specials," and generic store brands vs. name brands.

CONSUMER TIPS



"Serving Businesses and Assisting, Educating & Protecting Consumers"