
GROCERY
SAVINGS
made simple

Part One

"Readers have been telling me that their biggest problem in terms of real food and budgeting was connecting the two. They understood real food, and they understood budgeting, but there was gap between them. Grocery Budget Bootcamp is the bridge to fill that gap."

What do you do now to save money on groceries? _____

_____

_____

One aspect of grocery budget savings is by _____ buying certain items at the grocery store.

Why do grocery stores carry "everything"? _____

_____

The grocery store is in business to make money. Often this means selling items as a convenience for you, and charging a premium for that convenience. Anytime you're at the grocery store, avoid buying these items to keep your hard-earned money in your pocket.

16 Items to NOT Buy at the Grocery Store

1. Paper Products

What are your top two most used paper products? _____

_____

2. Plastic Products

Do you use plastic products in your home? How can you reduce how much you use? _____

_____

3. Laundry Supplies

Do you tend to stick to one brand of detergent? Or do you buy whatever is on "sale"? _____

Have you considered making your own laundry detergent? _____

4. School and Office Supplies

Parents spend an average of $_____ for back to school gear.

Have you ever bought pens and pencils at the grocery store? Were you surprised by the price? _____

5. Kitchen Tools

Have you ever bought a kitchen appliance at the grocery store? What was it? _____

> *"The cost of convenience comes with a price tag. Unless you want to pay more than you have to, don't buy these items at the grocery store."*

6. Kitchen Supplies

When was the last time you needed foil? Did you buy it at the grocery store? _____

7. Batteries

Batteries are typically marked up _____% compared to other stores.

Where do you typically buy batteries? _____

8. Cleaning Supplies

What types of cleaners do you use? Generic, Name Brand, or Green (Natural)? _____

Have you considered making your own cleaning supplies? _____

_____

9. Party Supplies

What three things would you need for your next birthday party?

_____

Where do you plan on buying them? _____

_____

10. Pet Supplies

Do you have any furry friends at home that need food? _____

Have you tried shopping for their food somewhere other than the grocery store? _____

11. Flowers

How long did your last bouquet of flowers last? _____

Were they from the grocery store? _____

12. Bottled Water

A 24 pack of 8oz water bottles for the kids lunches is _____% more than a gallon jug of water. You can save even more by using tap water and filling your own bottles. Invest in a filter if that is a concern with your local water.

What do you do for water on the go? _____

13. Personal Hygiene

What personal hygiene products have you bought at the grocery store out of convenience? _____

14. Beauty Products

Do you have go-to beauty products? Or do you like to try new things?

_____

Have you tried making your own beauty products to save even more money? _____

15. Household Supplies

When was the last time you needed light bulbs? Where did you buy them?

_____

16. Items in the Checkout Lane.

Grocery store checkout lanes are the number one spot for _____ buys.

When is the last time you were guilty of a checkout lane candy bar?

_____

Identify 5 items you've been buying at the grocery store but shouldn't be.

1. _____

2. _____

3. _____

4. _____

5. _____

How much do you think you could save if you bought these items elsewhere? _____

Have you ever felt discouraged at the cost of healthy food, yet you're not sure where in the budget you can cut back? _____

_____

_____

"We all lead busy lives, which lead us to choose convenience whenever possible. The grocery stores capitalize on this and have intentionally put temptations in our path that appear to solve our problems, but they actually contribute to the reason why we feel like we can't get ahead with our budget."

Where to Buy Instead

Don't Buy at the Grocery Store...	**...Buy It Here Instead**
Paper Products	Warehouse stores first (i.e. Costco, Sam's Club), then big box stores (i.e. Walmart, Target).
Plastic Products	Dollar store for small quantities; warehouse stores for large quantities.
Laundry Supplies	Amazon and warehouse stores have competitive prices for name-brand. Otherwise shop the dollar store.
Office and School Supplies	Best deals are during back-to-school season, otherwise shop the dollar store.
Kitchen Tools	For basic tools, shop the dollar store. For better quality try Amazon or discount retailers like TJ Maxx and Marshalls.
Kitchen Supplies	Big box stores for small quantities; warehouse stores for large quantities.
Batteries	Start with warehouse stores, then Amazon.
Cleaning Supplies	Dollar store or homemade.
Party Supplies	Dollar store or big box store (be sure to compare prices)
Pet Supplies	Amazon or online pet retailers (i.e. Chewy or Pet Food Direct)
Flowers	For quality, a local florist.
Bottled Water	Warehouse stores first, then big box stores.
Personal Hygiene	Big box stores.
Beauty Products	Homemade saves the most, otherwise a big box store, then Amazon.
Household Supplies	For small quantities, shop a big box store; for large quantities a warehouse store or Amazon.
Anything in the Checkout Lane	Anywhere but the grocery store!

Part Two

"Grocery store marketing teams craft sales so that we think we're getting a better deal than we really are."

Are you more inclined to buy an item if it is "on sale"? Why? _____

_____

_____

Just because an item has a red sale sticker on it, doesn't mean it's a good deal. Pay attention to the following sale lingo and learn the insider tricks grocery stores use to get you to spend more money than you need to.

13 Grocery Store Sales you Should Ignore

1. Buy one, get one half off.

Buying two items to get one of them half off is the same as each of them ____% off.

Food goes on sale for ____% off fairly often, and everything in the store will hit this sale price at some point in the sale cycle.

2. Buy two, get one free.

How much do you save with a buy 2, get 1 free sale? _____

_____

3. Pick the right item for the right sale. Ask a store associate to help you find the right item if you need help.

Do you ever get confused trying to find the right item for a particular sale?

_____

4. Be leery of a generic "sale" price.

Have you ever searched for the original price of an item? Was the "sale" truly a good deal? _____

5. 10 for $10 sales mean each item is $1 each.

True or False: with a 10 for $10 sale you have to buy ten items to get the sale price? _____

6. Items in a 10 for $10 promotion are sometimes cheaper if you buy them at regular price.

Always double check the original price on a 10 for $10 sale item. Have you been duped by a 10 for $10 sale? _____

7. Ignore "Buy 10 Get One Free" sales.

Do your ears perk up when you hear the word "free"? _____

How much savings do you get with a buy 10, get one free sale? _____%

8. Don't get tripped up over quantity sales.

When was the last time you pulled out your calculator to check the price on a quantity sale? _____

Is 5 for $3 a good deal? _____

9. Buy this and get that free usually means buying items you ordinarily wouldn't buy.

In a buy this, get that free sale, the free item is usually something _____ to what's on sale and something you would _____ buy at the store anyway – and that's what makes this deal so enticing.

10. It also means spending more money than you normally would.

Do you usually need all the items offered in a buy this get that free sale?

_____

11. Buy this and get 2x / 3x / 4x gas points is great if you buy gas at that store.

Are you on top of your grocery store gas points? _____

If so, do you buy the items that double (or triple) your points? Has this helped you save money? _____

_____

12. Limits per customer make you think about getting an item you hadn't planned on getting.

Placing limits on sale items creates _____ for shoppers, both of which lead to _____.

Have you given into a limits per customer sale? _____

13. Just because bananas, bread, eggs and milk are priced low, doesn't mean everything else is.

Have you compared prices on bananas, eggs, bread or milk at different stores? _____

Is the sale truly a good price? _____

Does it reflect the pricing of the rest of the store? _____

> *"It is entirely possible to feed your family healthy food for less, and it's easier than you think. But you have to want it to happen. You have to be willing to make change and push through."*

Which one of these sales (that aren't really sales) do you fall for most often?

_____

_____

Knowing you might not save any money, will you still intentionally shop during any of these sales? If so, why? _____

_____

Part Three

"If you're someone who gets easily overwhelmed in the grocery store with all the decisions to make – which bread, which peanut butter, which checkout line – and you kind of feel like the grocery store is always winning and your budget is always losing, then I have a solution for you."

Have you noticed that the pantry items you need to buy most often are located in the middle of the aisle? _____

Grocery stores want you to walk past _____ items in order to get to the _____ items in an attempt to get you to put more items in your shopping cart.

It's not just WHAT you shop for but HOW you shop when it comes to what ends up in your cart. There is more to getting good deals on groceries than just knowing the best prices. Use the following techniques to get in and out of the store quickly and without extra items.

13 Strategies to be a Savvy Shopper

1. Set a timer.

You'll spend less time _____ and more time focusing on getting everything on your list

2. Wear headphones with upbeat music.

Do you pay attention to the music at stores? _____

Does it typically slow you down and make you browse? _____

3. If at all possible, don't shop the weekend

When is your usual grocery shopping day? _____

Are you battling crowds? _____

4. Use the smallest grocery cart or hold a hand basket.

The size of the grocery cart has _____ in size since it was first invented in 1937.

When was the last time you used a hand basket at the grocery store? _____

_____

5. Don't shop with your senses.

Do you get hungry when you shop because of all the tasty smells? _____

_____

6. Skip the samples.

When you sample an item at the grocery store do you feel compelled to buy the product? _____

7. Skip aisles you don't need.

Every aisle has _____ showing what items are in it. Are there aisles at your store that you always skip over? _____

8. Keep a running total.

Do you pull out the calculator on your smartphone and keep track of your total? _____

9. The same items are in different places.

Have you found all the locations for cheese in your local store? _____

_____

Has multiple locations of items prolonged up your search for the lowest priced item? _____

10. Use the butcher services.

Did you know your butcher can cut up larger meats for you? _____

Check to see what services they offer at your local store.

11. Compare fresh seafood to frozen.

When you buy seafood do you typically plan to cook it that night? Or will frozen benefit your meal plan better? _____

_____

12. Fixed price strategies.

When it's a fixed price per item – like $1 each – buy the _____ or _____ one you can.

When it's a fixed price for something you eat individually – like $2 for a bunch of bananas – buy the package that has the _____ items in it.

When it's a fixed price for something you may or may not eat individually – like $3 for a bag of potatoes – weigh 3 or 4 different bags and buy the _____ one.

13. Shop in a different direction.

Which direction do you typically walk in your store? _____

Have you ever switched it up? _____

> *"The gap between real food and doing it on a budget cannot be solved with a list of grocery store hacks. It requires a system that works, and Grocery Budget Bootcamp has proven time and time again to help families plan better, shop faster, spend less and ultimately save more money."*

Which one of these shopping techniques do you think would help you save the most money? Why? _____

_____