

BECOME A **SHELF MASTER**

*Consider everything that you take from
the shelf and place in your basket*



NATIONAL
BRAND \$3.79
5 lb.



STORE
BRAND \$2.99
5 lb.



BRAND NAME VS. GENERIC

Save the brand names for products where you can really taste and see the difference

For everything else, generic or store-brand products are just fine and cost much less



PREWASHED LETTUCE	\$3.49 5 oz.
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PAYING FOR CONVENIENCE

Convenience comes at a premium price

Avoid prewashed and precut fruits and vegetables, shredded cheese and other overpriced foods

Instead, save money by doing some of the work yourself



FRUIT
JUICE BOXES \$2.99
6 X 7 oz.



FRUIT
JUICE \$2.99
0.5 gal.



COMPARE PRICE PER UNIT

Packaging shapes and sizes can make it difficult to compare prices

Some retailers break down how much you are paying per unit on their price tags

If you're still not sure, take out a calculator



GENERIC
CEREAL

\$2.69
12 oz.



LOOK UP AND LOOK DOWN

More expensive items are placed at eye level

For example, brand-name cereals are typically placed on middle shelves, while healthier options are at the top and cheaper cereals are at the bottom