

10 TIPS TO SAVE YOUR WAISTLINE & WALLET AT THE SUPERMARKET

- 1. Always have a plan and a budget.**
 - Shopping List.
 - Monetary budget.
- 2. Don't shop when you are hungry.**
 - You will make irrational choices based on emotions.
- 3. Don't shop with your kids.**
 - They will twist your arm to buy unnecessary items.
- 4. Shop mostly around the periphery.**
 - Fruit, Vegetables, Meat, Dairy, Frozen Goods.
- 5. Note the MARKETING strategies.**
 - Bright yellow stickers & display stands at the end of the aisle.
 - Positioning & placement on the shelves.
 - Packaging
 - Buzz words (Gluten Free, Low Carb, Low Fat, Keto).
- 6. Buy things that are ON SPECIAL only if you planned on getting them.**
 - Don't be a bargain hunter for things you don't need.
- 7. Check the price per 100g on the label.**
 - Compare products based on price per 100g not the total price.
 - Product to product & portion size of the same product.
- 8. Buy produce that is in season.**
 - It is more affordable.
 - It tastes better.
- 9. Only buy what you need, not what you think you will need later.**
 - You don't need extra (fill in the blanks).
- 10. Read food labels.**
 - Food labels will tell you the macronutrient profile & the caloric value.
 - Ingredients.
 - Compare products per 100g.
 - Aim for a low calorie to weight ratio (ie: 100 cal per 100g V's 500 cal per 100g)