

SHOPPING CART SMARTS

Are you willing to do a bit of shredding and mixing and to try eating a few simpler foods? If so, you can save almost 40% on your grocery bill!*

TYPICAL SHOPPING LIST	SMARTER SHOPPING LIST
Instant oatmeal 12 packets \$3.39	Quick cooking oats 12 servings \$1.00
Broccoli spears frozen in butter 10-ounce package \$1.99	Broccoli spears frozen plain 10-ounce package \$0.99
Red delicious apples (loose) 5 pounds \$5.95	Red delicious apples (bagged) 5 pounds \$3.99
Blueberry sugar-free, fat-free yogurt 6 ounces \$0.67	Plain sugar-free, fat-free yogurt with frozen blueberries 6 ounces \$0.43
Shredded Cheddar cheese 8 ounces \$1.95	Block Cheddar cheese 8 ounces \$1.25
Marinated beef tenderloin 1 pound \$6.49	Plain beef tenderloin 1 pound \$5.99
Brand-name extra virgin olive oil 17 ounces \$7.39	Store-brand extra virgin olive oil 17 ounces \$3.99
“Lite” microwave popcorn 8 servings \$1.59	Plain popcorn (to air pop) 8 servings \$0.46
TOTAL: \$29.42	TOTAL: \$18.10

Total savings using the “Smarter Shopping List”: \$11.32

* Prices obtained from Kroger, Lexington, Kentucky, February 2006.