

# The Active Consumer

## Cutting Grocery Costs

(NAPSA)—Catching a few zzzs might save you some bread at the grocery store.

That's the word from experts who say tired consumers tend to rush their shopping, rather than taking time to find the best buys. Try these additional cost-cutting tips:

### Consider Cost Per Serving

Think about the number of meals you can make per pound of food you buy. For instance, ground beef tends to yield about four servings per pound, while ribs—which have fat and bone—might only provide one and a half servings per pound.

### Get More For Your Money

Look for value items that are priced well and are good quality. For instance, AriZona Beverages offers 25 types of iced teas that are prepriced at 99 cents—including both 16-oz bottles and 23-oz cans of their green tea, lemon tea, peach tea and diet flavors. The family-run company brews its beverages with 100 percent natural tea and without artificial flavors, colors or preservatives.

### Watch For Dates

Day-old bread, brown bananas and similar items are often reduced for quick sale at the supermarket. These perishable items can be great buys if you plan to use them before they spoil.

### Look Up, Bulk Down

Stores tend to place more expensive products at eye level. Look higher or lower on shelves to find some of the best bargains. You might also be careful when buying in bulk. Check an item's



**Well-priced value items can help cut grocery expenses.**

unit price to be certain its bulk rate is actually less expensive than its prepackaged cost.

### Be Prepared

Make a list so you know what you are buying before you walk into a store. Doing so can help keep you from making expensive impulse buys and keep you from having to return to the store for forgotten items.

### Go It Alone

Shopping with children can sometimes cause you to spend more money than you planned, since kids often ask for products that might not be included on your list. Similarly, if your significant other tends to make impulse buys, you might suggest he or she stays home the next time you hit the market.

For more information, visit [www.drinkarizona.com](http://www.drinkarizona.com).