

Supermarket Savvy

Grocery shopping has evolved from cruising the aisles with a scribbled list in hand, to a more complicated process. Online grocery ordering, organic options and marketing jargon are just a few things that can confuse the average shopper. So we're breaking down the basics to help you feel prepared before your next visit to the store.



Plan ahead

Meal plan

Plan out all of your meals, even snacks, for the week including which days you plan on cooking, eating out, or having leftovers.

Get digital

Utilize grocery apps like ZipList, Market Recipes and Grocery IQ.

List it out

You could have a digital list on your phone or stick to a paper version.

Stretch your dollar

Often times, grocery stores have free loyalty programs with digital coupons and great sales, choosing generic brands also provide practically the same product for a fraction of the price!

Eat first

You will probably spend more money while shopping on an empty stomach.



Familiarize yourself

Shop the perimeter

Start at the edges of the store to fill up on cheaper whole foods before entering the center aisles that contain more expensive processed foods.

Buy dry

Go for healthful dried goods like whole grains, nuts, seeds and beans.

Shop in season

Seasonal fruits and vegetables are cheaper.

Buy canned or frozen

Canned and frozen produce are a great way to save money and still have nutritious foods available.

Bargain hunt

The most expensive products tend to be at eye-level, look high and low for the better deal; buying generic brand is another way to save money by not paying for a brand label.



Read labels

Check portion sizes

Familiarize yourself with the number of portions per package.

Add it up

Look at total calories and also calories for a single serving.

Limit intake

Avoid large amounts of saturated fat, trans fat, cholesterol, sugar and sodium (goal of <5% Daily Value).

Increase intake

Up your amounts of fiber, vitamins and minerals (goal of >20% Daily Value).

Buying bulk

Often times, buying products in bulk that you use often is a great way to save money, the unit price, or cost per base unit, like g or oz, tends to be lower in bulk.

For more ideas, visit [Blog.OhioHealth.com](https://www.ohiohealth.com/blog)

