

# The Perils of the Supermarket



How supermarkets want you to spend more money than you originally planned

Surprisingly, Supermarkets only make 2 to 3% profit so they want you to spend as much money as possible in order to maximize their profits.

The following are some of the Do's and Don'ts to supermarket shopping.



**Don't Go Angry!!!**

# The Shopping Cart



If you are going for only a few items,

**DO NOT TAKE A CART**

Proven fact:

The Bigger the Cart, the More you Spend.

(About 18% More)

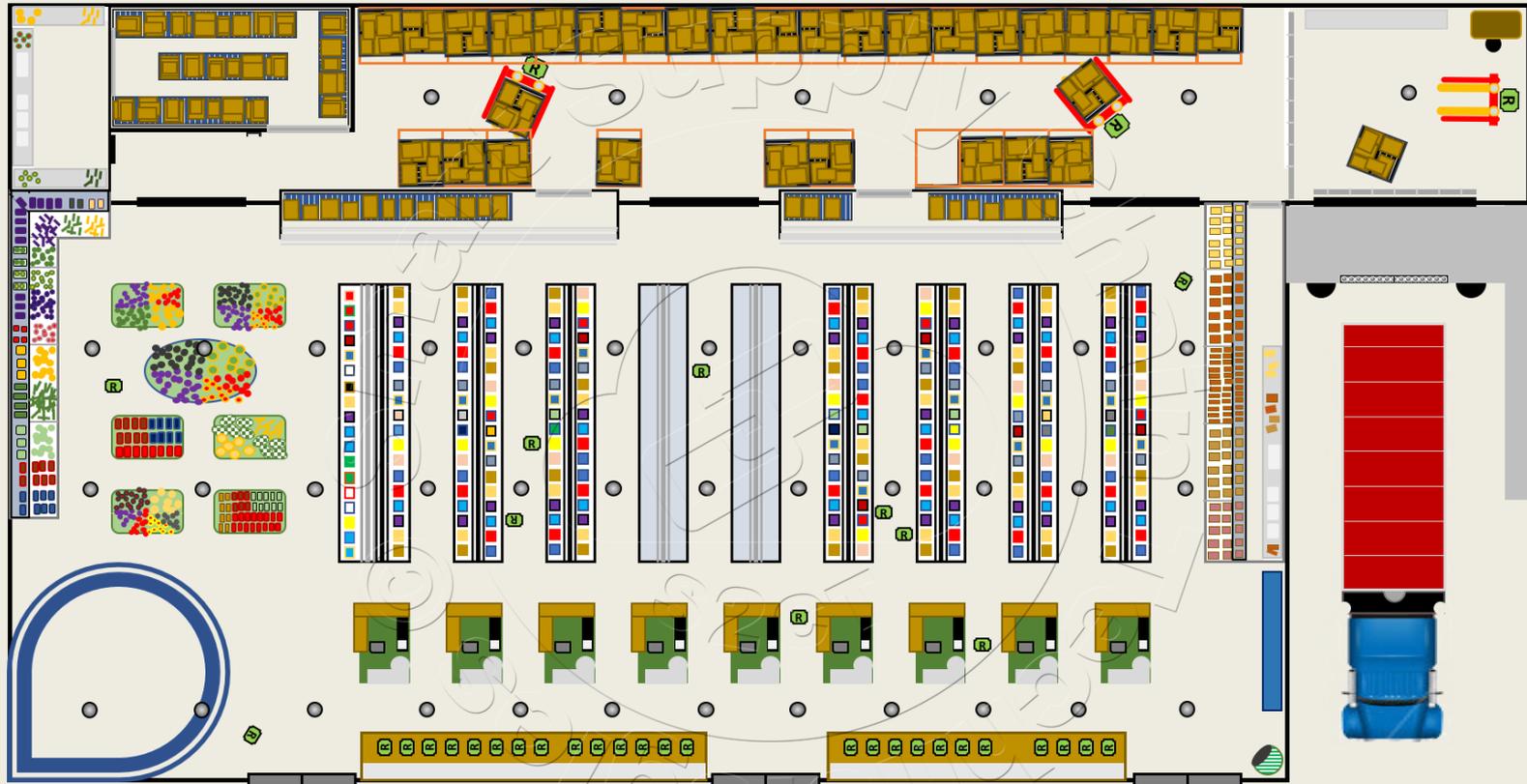
# Make a List



**Being unprepared means you are going to go down the aisles and spend more.**

**Make a list and then Stick to it!**

# Do Not Go Down the Aisles!



Grocery Store Floorplan Model

# The Maze



The floor plan is designed to make you travel through twists and turns so that you see more items in your journey.

At the end of every aisle is another trap to get you to buy more. The longer you are in the store, the more you will buy!

# Do NOT buy on the way in!



A pint of water weighs a pound and a quarter!  
A 16 ounce bottle weighs 1.25 lbs. A Case of 36 bottles is heavy (do the math). You put the cases(s) at the bottom of the cart then push all that weight around, slowing you down. They win!

**Never Go Hungry!**



**ENOUGH SAID!**

# The Aromas



**Fresh baked bread, oven-roasted chickens, sometimes even a Starbucks. All of these aromas activate our senses just as we walk through the door.**

**Yes, they make you buy more!**

# The Lighting

**Spotlights and track lighting; especially over the fruits and vegetables make everything look so fresh and perfect.**

**You simply cannot resist buying a few more “healthy” items.**



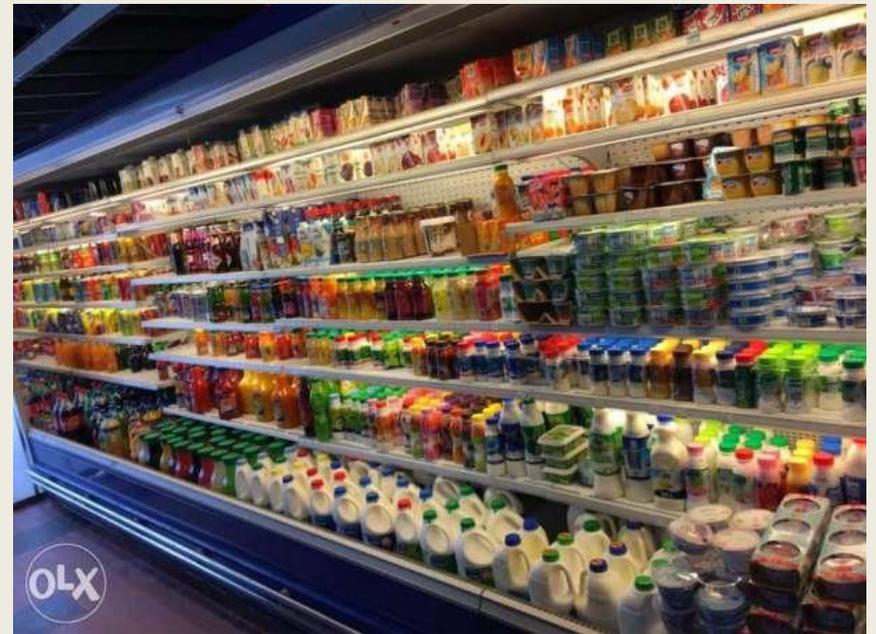
# The Mist



**Who doesn't like fresh vegetables misted so they look as though they have just come from the farm. Shake them out, you are paying for water!**

# Why is the milk and bread all the way in the back?

Of course it's in the back. They want you to go through the store to get the essentials. That way you will see something else that you didn't think about before you came into the store.



# The Music!



**It's subtle but music played through the speaker system will settle you down and motivate you to relax, and buy more.**

**Take your headphones and play loud, fast music!**

**Never take the children!**

**Enough said!**



# Arms Reach Items

The expensive items on the shelf are where you extend your arms.

The cheaper items are on the top or bottom.

Companies pay the supermarket a fee for placement.



# Loyalty cards



The supermarket tracks every purchase you make and by having loyalty cards they encourage you to spend more by offering “special” discounts to regular customers or give you coupons at check-out.



# Coupons

They are a good saving if you know how to use them correctly.

Know your unit prices of your most common items.

Sometimes those special sale items are no big deal.

<p>Hunts BBQ Sauce</p>  <p>18 oz</p> <p><b>4/\$5</b></p>	<p>Delmonte Ketchup</p>  <p>24 oz</p> <p><b>10/\$10</b></p>	<p>Bush's Baked Beans</p>  <p>21 - 28 oz</p> <p><b>\$1.79</b></p>	<p>Van Camp's Pork &amp; Beans</p>  <p>15 oz</p> <p><b>79¢</b></p>	<p>Van Camp's Beanee Weenees</p>  <p>7.75 oz</p> <p><b>10/\$10</b></p>	<p>Luck's Pinto Beans</p>  <p>29 oz</p> <p><b>10/\$10</b></p>
<p>Armour Chili (No Beans)</p>  <p>14 oz</p> <p><b>2/\$3</b></p>	<p>Luck's Chicken and Dumplings</p>  <p>15 oz</p> <p><b>2/\$3</b></p>	<p>HyTop Sliced Mushrooms</p>  <p>4 oz</p> <p><b>79¢</b></p>	<p>Morning Fresh Parmesan Cheese</p>  <p>8 oz</p> <p><b>2/\$5</b></p>	<p>Hytop Spaghetti (Reg Only)</p>  <p>1 lb</p> <p><b>10/\$10</b></p>	<p>Tenda Bake Cornmeal</p>  <p>5 lb</p> <p><b>2/\$5</b></p>
<p>Keebler Zesta Saltines</p>  <p>16 oz</p> <p><b>2/\$4</b></p>	<p>Keebler Sunshine Cheez It</p>  <p>8 - 12.4 oz</p> <p><b>2/\$6</b></p>	<p>Kellogg's Poplarts</p>  <p>12 ct</p> <p><b>2/\$5</b></p>	<p>Post Cocoa or Fruity Pebbles</p>  <p>11 oz</p> <p><b>2/\$4</b></p>	<p>Post Honeycomb</p>  <p>12.5 oz</p> <p><b>2/\$4</b></p>	<p>Post Golden Crisp</p>  <p>14.75 oz</p> <p><b>2/\$4</b></p>
<p>Log Cabin Pancake Syrup (Regular Only)</p>  <p>24 oz</p> <p><b>2/\$6</b></p>	<p>Little Debbie Little Muffins or Little Brownies</p>  <p><b>2/\$4</b></p>	<p>Betty Crocker Fruit Snacks</p>  <p>4.5 - 8 oz</p> <p><b>2/\$4</b></p>	<p>Orville Reddenbacher Microwave Popcorn</p>  <p>3 pk</p> <p><b>2/\$5</b></p>	<p>XXL Doritos</p>  <p><b>2/\$5</b></p>	<p>XXL Tostitos</p>  <p><b>2/\$5</b></p>

# Point of Purchase Sales

**Close your eyes and avoid that temptation at the check-out. The junk food is not good for you. However who can resist that last minute treat?**



# Pay with Cash!



Using a credit card makes you think that you can buy more and worry about the bill later. Pay with cash, especially a \$50 or \$100 bill.

You will stick to your budget better this way and not buy extras



**THE END**

