



7 Ways to Save Big at the Grocery Store

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You don't have to go to the extremes you see on "Extreme Couponing," to save money at the grocery store. A little common sense and some planning can make a big difference on your bill.

Here are 7 ways to keep more money in your pocket before every grocery run.



1) Clip coupons

If someone handed you a \$10 bill, you wouldn't throw it away, right? So why toss those weekly newspaper coupon inserts? Think of a coupon as cash. In fact, some retailers actually ring up coupons as cash towards your payment.

2) Maximize coupon sources

Coupons aren't just found in newspapers anymore. There are a number of websites where you can download them for free. You don't even need a high-dollar printer. Just make sure the coupons are legible when you print them and cut them out neatly.

3) Make a list

Don't leave home without your list when you go grocery shopping. This will cut down on wandering the aisles, which can lead to impulse buys.

4) Skip the hand basket

A study found shoppers who use a basket tend to impulse buy. So push a regular shopping cart down the aisles to help you stick to your list.

5) Locate clearance shelves

Supermarkets don't make them easy to find, but they are a treasure trove and should

be your first stop. Stockers regularly comb shelves for slightly damaged goods (say, a torn box) or pull merchandise that is being rebranded. These "Manager's Specials" items are marked down as much as 50%.

6) Shop late in the day

This is when you'll find discounts on perishable items such as meat, produce and bread. Make friends with the butcher. Often all you have to do is ask for a discount at day's end. If they've got excess inventory, likely they'd rather sell it than toss it.

7) Learn how to stack

Stacking is when you use both a store's coupon and a manufacturer's coupon toward the purchase of a single product. (For instance: a \$1 Target coupon for Colgate toothpaste plus a \$1 manufacturers' coupon for that same toothpaste equals \$2 off at Target). With stores like Walgreens, Target, RiteAid and Whole Foods generating their own coupons, this is a way to double your buying power.

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