



Understand the price tag

There is much more to a price tag on the grocery shelf. First, there's the retail price. This is the price you pay for each item. But have you ever looked at the unit price?

The unit price will tell you how much an item costs per pound, ounce, quart, etc. Get the inside scoop on the unit price below, and try these tips at your next grocery visit to maximize your savings!



The image above shows two different price tags. In the first red box, the retail price is \$1.62 for one 32 oz. yogurt. The unit price is \$0.05 per oz. In the second red box, the retail price is \$0.72 for one 6 oz. yogurt. The unit price is \$0.12 per oz. Based on the unit price, you can determine that the larger, 32 oz. yogurt is the better buy.

How is the unit price found?

TOTAL PRICE / SIZE = UNIT PRICE

This is an example using the 6 oz. yogurt that costs \$0.72.

$$\$0.72 / 6 \text{ oz.} = \$0.12$$

The unit price of this yogurt is therefore \$0.12 per oz.