

Be a Smart Shopper When Using Coupons

Using coupons may save you money. Compare prices with and without a coupon to see what's the best buy.



\$4⁵⁹



\$3⁰⁹

MANUFACTURER'S COUPON

Save \$1.00

on 1 box (12 oz. or larger)



060628 459 3090

Which is the better buy? Crunchy O's with a coupon or Toastee O's without the coupon?



\$1³⁹



99¢

MANUFACTURER'S COUPON

Save 50¢












on a 20 oz. can



060628 139 0099

Which is the better buy? Fancy Hawaiian Pineapple with coupon or store brand canned pineapple without the coupon?

Smart Shopping Tips

-  **Plan meals and make a shopping list.**
-  **Go grocery shopping when you are not hungry.**
-  **Use coupons and look for specials.**
-  **Look for “buy one, get one free” offers even when using WIC checks.**
-  **Use a store savings card if your store offers one.**
-  **Use unit prices to get the better buy.**
-  **Buy store brand foods. They often cost less and are usually just as good.**
-  **Buy fresh fruits and vegetables in season to save money and get the best quality and flavor.**
-  **Buy plain vegetables and add your own seasonings for a healthier choice that usually costs less.**
-  **Buy lean ground beef and turkey, and skinless chicken when they are on sale. Freeze extra to use later.**
-  **Look on the lower shelves for better deals. Brand-name companies pay to have their products at eye level to get you to buy them.**



Adapted from California WIC Program