

Dare to compare; how to get the best product for your money at the store

What are unit prices?

Unit pricing tells us how much something costs per ounce, pound, or per piece.

This is helpful when you're determining the best value while grocery shopping. For example, when you're trying to decide whether a larger or smaller version of an item is a better buy, or if you are simply trying to figure out which brand is cheaper, unit pricing is extremely helpful.

Where can you find the Unit Price?

You can often find the unit price on the price label that is attached to the market shelf.



The lower the unit price, the better the value.



Which would you choose from the items above?

1. *Alfredo Sauce for 9.4 cents per ounce (Generic Brand)*
2. *Alfredo Sauce for 10.5 cents per ounce (Name Brand)*

When looking at Unit Pricing lower price per unit is best!

The generic brand is the better buy in this example because the unit price is 9.4 cents which makes it 1.1 cents per ounce less than the name brand.

What if the unit price isn't listed?

Consumers can easily calculate a unit price on their own. Let's try it with a 16 oz. jar of peanut butter for \$2.78.

1. First look at how much the product contains whether it's ounces, pounds, grams, pieces, etc. in our case our product contains 16 ounces
2. Take the total price and divide by total ounces (can also be pounds, grams, etc.) $\$2.78 / 16$
3. In our example we get $\$0.174$ per ounce. Then multiply this by 100 = 17.4 cents per ounce
4. Compare to other products to get the best value.

Now that we know how to look at the unit price we can look at which brand is not only cheaper but healthier too.



When comparing the store brand to the name brand make sure to look at the unit price to see if the store brand is the better buy and make sure to look at the nutrition facts label.

It is not uncommon for the store brand to have more fat and sodium. So always make sure to read the label!

Here are suggestions of items to buy or avoid buying in generic:

Buy generic (store brand):

Cereal, spices, salt, sugar, canned soup, milk, peanut butter, pasta, and juice

Buy name brand:

Trash bags- they seem to be extra thin and rip easily

Paper plates- you usually have to use several in order to keep food on your plate

Condiments- it seems to be hit and miss with these.

When it comes to condiments we like to play it safe and use the brand we know and love.

Crackers- make sure to look at the nutrition facts label often times crackers are cheaper but they usually contain higher amounts of salt and fat.

Don't be afraid to try new brands. They may become your new favorite brand and save you money!



According to consumer reports filling a shopping cart with store (generic) brands can save an average of 30 percent. If you spend \$100 a week on groceries, those savings add up to more than \$1,500 a year.

Sales and coupons

Sales are also a good way to get the most for your money whether it's a weekly deal or a case lot sale that happens around twice a year. Make sure to look in your local paper to see when they happen.

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