

## Jill Cataldo saves hundreds on groceries by making the most of the common coupon. You can, too. Here's how.



### More Secrets of TV's Coupon Pros

Last week I shared some of the secrets behind those great shopping trips you see on TV, where a person cuts a grocery bill from \$70 to \$6, or \$92 to \$10, or \$98 to \$8... (which, incidentally, were all actual, filmed shopping trips that I've done!)



By Jill Cataldo  
CTW Features

How, exactly, does a shopper achieve that? It involves a strategic combination of matching high-value coupons to low sales, then using multiples of coupons for those same items. Toss in coupons for free products and use any coupon overage (where the coupon value exceeds the cost of the product, giving you "extra money" to apply to other items you're purchasing) and you're well on your way to shopping like a pro.

Here are a few more secrets of TV shopping trips, and how you can apply these techniques to your own grocery bill.

#### Focus on 'Buy One, Get One Free' coupons

Using BOGO coupons will obviously allow you to take home two items for the price of one - a great way to add multiple items to your cart but only pay for half of them. And, if you can combine those BOGOs with an in-store promotion you can cash in on even bigger savings.

#### Catalina promotions are a couponer's friend.

Anytime a store runs a Catalina promotion offering money back for buying specific items included in the sale, it's a great opportunity to stock up and actually receive money back at the end of a trip.

A recent sale at one of my local stores advertised "Buy \$25 worth of participating cleaning products, receive \$10 back for your next shopping trip." This is already a good deal, but remember that the \$25 total purchase requirement is typically pre-coupon. I used several BOGO coupons for a variety of cleaning products, and after coupons my total for the \$25 worth of products dropped to \$11.48.

After paying, I received a \$10 Catalina coupon printed out at the register good for \$10 off my next shopping trip. Coupon shoppers consider this kind of Catalina almost as good as cash. Factoring that Catalina in, I paid just \$1.48 for \$25 worth of cleaning products!

It's fun to work Catalina promotions into a TV shopping trip, too. Not only do I aim for a low total at the register, but I also get money back in the form of a Catalina. It's icing on a coupon-shopper's cake!

So how can your own shopping trip match that of a professional's? First, understand that not every week's shopping trip will be so dramatic. But you can use the same tips I've outlined to reduce your own grocery bill each week.

My weekly grocery shopping trips average between \$40-\$60 for my family of five. However, I usually buy more than \$100 worth of groceries before coupons. That's about a 40-60 percent reduction in my grocery budget every week, which quickly adds up to big savings!

Anyone can enjoy great savings by matching coupons to sales. But, when you hit a great sale in which everything lines up well, you may have reason to brag. Just this week in one of my Super-Couponing classes, a shopper proudly showed me the receipt from a recent shopping trip. She's only been coupon-shopping for four months, but she's already expertly matching coupons to sales. Her receipt? She bought \$47 worth of products. After coupons, she paid just over \$2 for everything! That's a trip even a TV pro would be proud of!

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Jill Cataldo, a coupon workshop instructor, writer and mother of three, never passes up a good deal. Learn more about couponing at her website, [www.supercouponing.com](http://www.supercouponing.com). Email your own couponing victories and questions to [jill@ctwfeatures.com](mailto:jill@ctwfeatures.com).

## 25% to 50% Off Summer Fashions

Coupon expires 7/10/10

**Gifts AND GIGGLES** Lu Lu's  
217 W. 3rd, Downtown Yankton, 665-6767

### Country Cupboard Floral & Gifts

2800 N. Broadway, Yankton • 260-2333



### Double Punch Week!

With this coupon receive double punches on any in-store purchase of regular priced merchandise.

Coupon expires 7/10/10. Limit 1 coupon per person per visit. Cannot be combined with any other offer.

## \$10<sup>00</sup> OFF Pet Grooming

For Appointments Call 605-661-8251

Good thru 7/8/10.



## Tropical Creations

Yankton Mall • 665-1464

## FREE Beverage

(Fountain Pop, Hot or Iced Tea)

With Each Buffet Purchase

Expires 7/10/10. With coupon.

## KING BUFFET

AND MONGOLIAN GRILL

3013 N. Broadway, Yankton,  
260-8888



## COUPON

## Haircut \$10<sup>00</sup>

With Coupon -

Expires 7/31/10



Brianna Mech & Claudia Alonso

## Vixen Salon

Open  
Mon.-Fri. 10-7  
Sat. 9-5

Call 605-260-1387 1101 Broadway, Morgen Sq., Yankton

## Monday & Wednesday Night Special

**\$8.95 Sirloin or Strip - 1/2 Price Savings!**

**Thursday Night - \$1 Burgers**

## CJ's At The Lake

Cjatlake.com • 402-388-4267 • PARTIES WELCOME!

1.1 miles from Yankton • 9 from Crofton • NE Side of Lewis & Clark Lake

**GREAT FOOD - FANTASTIC VIEW**

**AWESOME WILD ANIMAL DISPLAY!**

[cjatlake.com](http://cjatlake.com) click on weather for live web cams of the lake

## Oil Change \$21<sup>99</sup>

Most cars up to 5 quarts of oil.



Expires July 13, 2010

2720 Broadway Ave., Yankton  
(605) 665-8033

[www.broadwaychrysler.com](http://www.broadwaychrysler.com)

## \$5.19 Combo



**Grill & Chill.**



1917 Broadway, Yankton

Coupon expires 7/18/10. Limit 1 coupon per person per visit. Cannot be combined with any other offer.

**Buy One Jewelry Item Get One 1/2 Off**  
Coupon Expires 7/20/2010

**Rita's**  
Purse-o-Nalities

Hours: 10am-8pm Monday-Sunday  
2101 Broadway, Yankton Mall

## 10% Off Any Meal Ticket

With Coupon. Good thru July 11, 2010

**sportsmen's Rendezvous**  
Main St., Tyndall, SD  
605-589-4386

*Photography by Classic Clicks, Inc.*  
Now at the Yankton Mall  
668-1640

Summertime fun in the Sand...

**HAVE YOUR KIDS OR FAMILY PORTRAITS TAKEN FOR FREE IN THE SAND**

[www.photographybyclassicclicks.com](http://www.photographybyclassicclicks.com)

## Books and Beans

OPEN UNTIL 8 PM. Mon.-Sat.

**AFTER 5:00 SPECIAL SAVE \$.25 On All Ice Cream Cones**



104 W. 3rd St., Downtown Yankton • 605-260-0024 • 605-760-2023

## SLIMHERS! COUPON

### Ladies Shapewear

Comfortably cinch the waist for summer tops.

Reg. \$28 **ON SALE \$21.99**

Save AN ADDITIONAL \$3 with coupon!

Expires 7/10/10

**Linda's Angel Crossing**  
1101 Broadway 665-0080  
Open Monday-Friday 10-6, Saturday 10-5

## A-1 Computers & Consulting

## COMPUTER SPYWARE & VIRUS REMOVAL

Starting at \$49.99

515 E. 4th St., Yankton • 605-665-3182