

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



Save Big by Avoiding "Everyday Low Prices"

Q: "I have been trying to cut my grocery bill with your advice on coupon shopping. For some reason, I never find any of the great deals you refer to. I normally shop at a national everyday-low-price supercenter. Please help me. It is so frustrating to hear about all these savings that I am not getting."



By Jill Cataldo
CTW Features

A: Many shoppers believe they'll save more money shopping at an "everyday low price" (ELP) store versus a traditional supermarket. ELP stores work hard to market themselves as less-expensive alternatives. They proclaim loudly "We are cheaper!" But are they?

It's true that prices are not too high at an everyday low price store. They're also not too low.

An ELP store prices its products at a middle-of-the-road level. Unlike a traditional supermarket, it does not cycle prices from week to week. You might call a traditional supermarket a "high/low" store. On any day, about half the products at the supermarket will be priced higher than what you might find at the ELP store. But the other half of the products will be priced lower. Savvy coupon shoppers watch price fluctuations at supermarkets, then move in with coupons to get even lower prices.

I rarely shop for groceries in ELP stores. Their prices simply do not dip low enough to beat the prices I can get up at a supermarket. Before writing this column, I visited a supermarket and an everyday low price store for a price check on some national brands. Here's what I found:

- 64-ounce bottle of grape juice:
\$3 supermarket / \$3.49 ELP store
- 32-ounce bottle of laundry detergent:
\$3.99 supermarket / \$4.97 ELP store
- 14.5-ounce box of honey granola cereal:
\$1.49 supermarket / \$2.97 ELP store

The supermarket beat the ELP store, hands down. The cereal is \$3.99 when it's not on sale. But why would I want to buy it when it's not on sale? If I simply wait for the supermarket sale and stock up when it comes, I will save a great deal of money even without using coupons.

There are other factors to consider, too. Many supermarkets use check-out devices, popularized by Catalina Marketing, that print out coupons good for money off your next shopping trip. On my comparison-shopping trip, my supermarket offered a \$1 Catalina for the grape juice. With a \$1 coupon, I paid \$2 and got \$1 back. The cost of the juice to me was just \$1. But at the supercenter, even with my coupon I would have paid \$2.49 — more than twice the price for the same bottle of juice!

There was a similar deal on the detergent. The supermarket offered a \$1.25 Catalina for buying it. With coupon, I paid \$2.99 and got \$1.25 back, making the final price just \$1.74 — again, less than half the price I would have paid at the supercenter.

Back to the cereal. My supermarket offered a \$6 Catalina for buying 5 or more boxes. Without any coupons, 5 boxes would cost me \$7.45 and I'd get \$6 back with the Catalina. Now, \$1.45 for 5 boxes of cereal is already a deal... but with two coupons offering \$1 off for the purchase of 2 boxes, I paid \$5.45 and got \$6 back. The supermarket "paid" me 55 cents to take that cereal home!

As a student in one of my Super-Couponing classes recently said, "You couldn't pay me to shop anywhere other than my favorite supermarket... because they do!"

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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. Email your own couponing victories and questions to jill@ctwfeatures.com.

50% Off Select denim Jeans & Capris

Coupon expires 7/17/10
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.

\$10⁰⁰ OFF Pet Grooming

For Appointments Call 605-661-8251

Good thru 7/15/10.

Tropical Creations

Yankton Mall • 665-1464

FREE Beverage

(Fountain Pop, Hot or Iced Tea)

With Each Buffet Purchase

Expires 7/17/10. With coupon.

KING BUFFET

AND MONGOLIAN GRILL

3013 N. Broadway, Yankton

260-8888

NO-MSG



Oil Change \$21⁹⁹

Most cars up to 5 quarts of oil.



Expires July 20, 2010

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

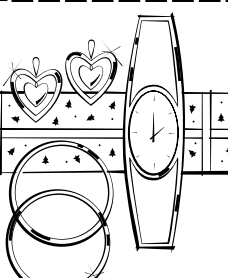
www.broadwaychrysler.com

\$3.99 1/4 lb. Grill Burger Combo with Small Sundae



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 7/27/2010

Rita's
Purse-o-Nalities

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

Order 8 pieces of Broasted Chicken TO GO and Receive 10 pieces with Coupon

Good thru July 18, 2010

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



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CRAZY DAYS COUPON

JULY 16 & 17

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All Spring & Summer Merchandise on Sale!
Sale starts at 8:00 a.m. Friday & Saturday!



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

Monday & Wednesday Night Special

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

Entertainment Sat. July 17th • Mrs. Begley & The Boys

CJ's At The Lake

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

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

**GREAT FOOD - FANTASTIC VIEW
AWESOME WILD ANIMAL DISPLAY!**

cjatlake.com click on weather for live web cams of the lake