

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



Coupon Tips for Shoppers in Small Markets



By Jill Cataldo
CTW Features

Last week, we reviewed reasons why shoppers enjoy lower prices and more frequent deals shopping at a supermarket rather than at an "everyday low price" supercenter. But what if your shopping options are limited? What if you don't have a large supermarket nearby and you're limited to a small grocery, a family-owned store or a supercenter?

The best grocery discounts are found at big, regional or national supermarket chains. Think of big supermarkets as "high/low" stores, based on the way they cycle prices. On any given day, about half the items in a big supermarket will be priced higher than a midline level. The other half of the products will be priced lower than that midline.

Coupon shoppers wait for lower prices, then use coupons to reduce prices even more. Many of the best coupon shoppers rely on grocery list "matchup" websites that track sale prices for supermarkets around the country, providing a list of the best buys each week and matching up the coupons needed to purchase sale products. (For a list of popular matchup sites go to the Getting Started section of my website, www.SuperCouponing.com.)

Back in the day, people would simply cut all of the coupons out of the newspaper each week then spend time organizing and sorting hundreds of little, loose pieces of paper. Now, it's easier. With the system I teach, we keep each week's entire coupon insert intact and only cut the coupons we need. Coupon matchup sites refer to coupons by the dates they were distributed in the newspaper and by the names of the insert. So, a reference to "5/2 SS" tells me that the coupon I need is in the May 2 edition of the SmartSource insert. Since I write the date on the front of each coupon insert before I file it, it's easy to locate the insert and clip the coupon.

If your only local shopping option is a small grocery store, you may not be able to use an online matchup list that spells out exactly the best coupons to use. You'll need to match coupons to sales on your own. But that's not as difficult as it sounds and I've got a tool that will help. Grab the sales flyer for your store of choice and sit down at your computer.

Visit SuperCouponing.com and click on the "coupon lookup." This free tool helps shoppers match coupons to sales. Look at your store's flyer and circle the items that interest you. Then, use the online coupon lookup to find coupons for those products. Enter general categories like soup or cereal, or brand names like Progresso or Kellogg. The lookup will tell you the dates and names of the inserts where you will find coupons for the desired products. Note that location info next to each item you circled in the store flyer. When you're done making matchups, refer to the flyer and pull the corresponding coupon inserts from your files. Cut out just the coupons you need today, refile the inserts for future use and head to the store.

If your only shopping option is an everyday low price supercenter, you may not enjoy many deals where you take products home free after using coupons. Prices at everyday low price stores typically do not dip low enough to match the dollar amounts of high-value coupons. But, you can still use the online coupon lookup tool. You'll certainly save much more than you would if you didn't use coupons at all.

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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.

\$20.00 Off

A Purchase of \$100 or more at LuLu's!

Non-sale merchandise. Coupon expires 7/12/10

Gifts AND Giggles LuLu's
217 W. 3rd, Downtown Yankton, 665-6767

Oil Change \$21⁹⁹

Most cars up to 5 quarts of oil.



Expires July 27, 2010

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

www.broadwaychrysler.com

\$4.99 4-Piece Original Chicken Strip Basket™ With Drink



Grill & Chill



Coupon expires 8/1/10. Limit 1 coupon per person per visit. Cannot be combined with any other offer. 1917 Broadway, Yankton

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\$25 Experienced Staff!
Includes earrings & solution
Studded for Sensitive Ears

Rita's
Purse-o-Nalities

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

Order 10 pieces of Broasted Chicken TO GO and Receive 12 pieces with Coupon

Good thru July 25, 2010

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Main St., Tyndall, SD
605-589-4386

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



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

Take An Additional 20% OFF

Our Sale & Clearance Merchandise!

Limit 3 items with coupon please. Expires 7/24/10



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

Country Cupboard Floral & Gifts

2800 N. Broadway, Yankton • 260-2333



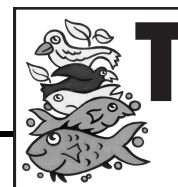
Suprise Someone With Our Floral Art!!!
Free Delivery With This Coupon Any Day This Week!

Coupon expires 7/24/10. 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 7/22/10.



Tropical Creations
Yankton Mall • 665-1464

FREE Beverage

(Fountain Pop, Hot or Iced Tea)

With Each Buffet Purchase

Expires 7/24/10. With coupon.

KING BUFFET

AND MONGOLIAN GRILL

3013 N. Broadway, Yankton

260-8888

NO MSG



COUPON

\$10⁰⁰ OFF

Hair Color or Highlights

With Coupon

Expires 8/14/10



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

\$10.95 Sirloin or Strip - 1/2 Price Savings!

Thursday Night - \$1 Burgers

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

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AWESOME WILD ANIMAL DISPLAY!

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

FAST CASH

LOANS ON ALMOST ANYTHING

A-1 Pawn

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