

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



Store Logos on Coupons Raise Reader's Ire

Q: "What is it with some manufacturers that put a store name on their coupons? A manufacturer coupon is a promotion offered by the product's manufacturer and shouldn't be tied to a particular store. This week in the coupon inserts there were a lot of manufacturer coupons with store logos on them, but the coupons state that they are manufacturer coupons. Shouldn't I be able to use them at any store I choose?"



By Jill Cataldo
CTW Features

A: Coupons fall into two distinct categories: manufacturer coupons and store coupons. A manufacturer coupon is issued and redeemable by the product's manufacturer and it will always have the wording at the top, "Manufacturer Coupon."

A store coupon typically looks different from a manufacturer coupon. The bar code may be shorter or longer than a standard coupon and it will typically contain the name of the store and the words "Store Coupon."

But what about a coupon that, at first glance, appears to be a combination of manufacturer coupon and store coupon? As this reader points out, some manufacturer coupons may also feature a store's name or logo. It may also say "Redeemable at Store X" or "Only redeemable at Store X." But shouldn't manufacturer coupons be redeemable anywhere?

In theory, yes. A manufacturer coupon is redeemable at any store that will accept it. Manufacturer coupons have standardized bar codes that will scan at any store that accepts coupons. You can usually determine if your store will accept them by reading your store's coupon policy. Look for this on the store's website or at the store service counter. A store that states, "We accept all manufacturer coupons" will accept coupons with another store's logo or name on them - again, because that manufacturer will reimburse the store when it sends in that coupon for redemption.

So why would a manufacturer coupon feature a specific store? Obviously, the manufacturer or the store, or perhaps both working together, want to influence not just what you buy, but where you purchase it. But as you correctly point out, a manufacturer coupon is still a manufacturer coupon, regardless of any store name or logo printed on it.

Whether or not you'll be able to use a coupon that states "Redeemable at Store X" at Store Y across town is entirely up to Store Y. Coupon use in general is a privilege, not a right. Remember, stores can choose not to accept coupons at all. Do some homework on your end and find out if your store's coupon policy addresses this issue. In my area, three major supermarkets accept all manufacturer coupons, so using them with another store's name or logo on them isn't an issue. I think this is a great policy for shoppers. And why would a store want to turn down a sale, especially one that they'll be reimbursed for?

One last note on manufacturer coupons that bear store logos or names. Novice coupon shoppers often assume that coupons printed with a store's logo are in fact "store coupons," and they mistakenly believe they can stack a manufacturer coupon with this "store coupon." Remember, if a coupon contains the words "manufacturer coupon," it is not a store coupon, regardless of whether it has a store's logo on it or you found it in the coupon inserts, online or in the store itself.

You can only use one manufacturer coupon per item that you buy, and you can never use more than one manufacturer coupon on the same item. However, if you have one store coupon and one manufacturer coupon, you can stack these together for bigger savings! We'll revisit the topic of stacking coupons in next week's column.

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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. E-mail your own couponing victories and questions to jill@ctwfeatures.com.

Oil Change \$21⁹⁹
Most cars up to 5 quarts of oil.
Expires June 22, 2010
BROADWAY
CHRYSLER • DODGE • JEEP
2720 Broadway Ave., Yankton
(605) 665-8033
www.broadwaychrysler.com

Visit Us Today!
\$3.00 OFF
Any Cake
DQ
Grill & Chill
1917 Broadway, Yankton
Coupon expires 6/27/10. Limit 1 coupon per person per visit. Cannot be combined with any other offer.

We Do Ear Piercing!
\$25 Experienced Staff
Includes earrings & solution
Studded for Sensitive Ears
Rita's
Purse-o-Nalities
Hours: 10am-8pm Monday-Sunday
2101 Broadway, Yankton Mall

Friday Night Special
All You Can Eat
Broasted Chicken
With Coupon. Good June 18th & 19th
Saturday Special
10% Off
Any Meal Ticket
sportsmen's Rendezvous
Main St., Tyndall, SD
605-589-4386

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Classic Clicks, Inc.
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Large Print Sale
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\$8⁰⁰ Off Any print
8x10 or larger
Expires June 30, 2010 *with the purchase of your portrait package*

You'll Scream For Ice Cream!
Books and Beans
Your One Stop Treat Shop!
WiFi
Open 8-8 Monday-Saturday
104 W. 3rd St., Downtown Yankton
605-260-0024 • 605-760-2023

It's About the Boys!
With Coupon
Expires 6/19/10
1/2 Price
Boys Knit
Shorts & Tops
12 mo.-24 mo., 2T-4T, 4-7
Linda's Angel Crossing
1101 Broadway 665-0080
Open Monday-Friday 10-6, Saturday 10-5

Decor For The Outdoors!
25% OFF
All Remaining Garden Stakes
& Patio/Garden Art Expires 6/19/10
Gifts AND GIGGLES Lu Lu's
217 W. 3rd, Downtown Yankton, 665-6767

Country Cupboard Floral & Gifts
2800 N. Broadway, Yankton • 260-2333
**FREE Bracelet, Necklace,
or Pocket Wallet
Of Your Choice**
with a \$50 in-store purchase of
regular priced merchandise
Coupon expires 6/19/10. Limit 1 coupon
per person per visit. Cannot be combined
with any other offer.

Buy Any Bag of Dog Food &
Get a Can of Dog Food FREE
Limit 1 per customer. While supplies last. Expires 6/30/10.
Tropical Creations
Yankton Mall • 665-1464

FREE Beverage
(Fountain Pop, Hot or Iced Tea)
With Each Buffet Purchase
Expires 6/20/10. With coupon.
KING BUFFET
AND MONGOLIAN GRILL
3013 N. Broadway, Yankton
260-8888 NO-MSG

COUPON
\$10 Haircut
Any Day With Coupon
Call 605-260-1387
Brianna Mech & Claudia Alonso
Vixen Salon
Open Mon.-Fri. 10-7
Sat. 9-5
coupon expires 7/3/10 1101 Broadway, Morgan Square, Yankton

Monday & Wednesday Night Special
\$8.95 Sirloin or Strip - 1/2 Price Savings!
Thursday Night - \$1.00 Burgers!
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Cjatlakelake.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!
cjatlakelake.com click on weather for live web cams of the lake

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