



of Healthy Eating
On a Budget!

SMART SHOPPER COMPARISON

Check the Unit Price Sticker for the Best Value

Name Brand Tomato Sauce	
15 ounces	Unit Price 11¢ per ounce
\$1.59	

Store Brand Tomato Sauce	
15 ounces	Unit Price 6¢ per ounce
\$0.85	

Example



Unit Price

Be a Smart Shopper!

PRODUCT	HILDA HIGH PRICE	SONIA SMART SHOPPER	SONIA'S SAVINGS	COMMENTS
Fresh Chicken	\$8.02	\$5.92	\$2.10	Cut up vs. whole chicken
Milk	\$1.79 (1 qt) \$1.79 (1 qt)	\$1.99 (½ gal)	\$1.59	Lower price for larger size
Cereal	\$5.29	\$4.29	\$1.00	No coupon vs. coupon
Frozen Peas	\$3.49	\$2.50	\$0.99	No store card vs. store card
Canned Beans	\$1.69	\$1.00	\$0.69	Full price vs. sale price
Tomato Sauce	\$1.59	\$0.85	\$0.74	Name brand vs. store brand
TOTAL PRICE	<u>\$23.66</u>	<u>\$16.55</u>	<u>\$7.11</u>	TOTAL SAVINGS USING DISCOUNTS



Healthy Living
...for life!
Nutrition Services • Alameda County Public Health Department

Alameda County Public Health Department • Nutrition Services
3600 Telegraph Ave. • Oakland, CA 94609 • 510-595-6454

For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP, an equal opportunity provider and employer. Visit www.cachampionsforchange.net for healthy tips. • California Department of Public Health