

# Healthy Shopping on a Budget

## What is a unit price?

identification of and labeling of items for sale with the retail price per unit

## What does it do?

permits easier price comparisons among similar products in different sized packages.

## How will unit prices help save me money?

By comparing unit labels, you know how much product you are getting for your \$\$\$ . It helps you stretch your dollar.

Compare unit prices from different brands, sizes, stores, and sales to know if you're getting the most out of your money.



## For Example:

- 24 oz of vegetable oil from Store A is \$2.49, which is \$0.1 per ounce
- 32 oz of vegetable oil from Store B is \$2.99, which is \$0.0 per ounce
- In this example, the better bargain is from Store B. You're paying \$0.50 more overall, but you're also paying less per ounce.

## How to

## Calculate Unit Price

The math figure is:

Cost of Item / Quantity = Unit Price.

Simple examples:

- 18 oz of peanut butter is \$2.79
- \$2.79 divided by 18 = \$0.16 per ounce
- 20 ball point pen package is \$3.00
- \$3.00 divided by 20 = \$0.15 per pen.

Here we have a can of Del Monte carrots at ACME that are \$1.42 per pound at ACME but \$1.20 per pound at Incollingos. Wouldn't the store-brands be cheaper than the Del Monte name brand? Not the case here: Incollingo's store-brand (Essentials) is \$2.20 per pound. If Incollingo's is having a sale on the Del Montes brand which makes it a better deal than the same brand at ACME, does that mean Incollingo's always has the better deal on carrots? Nope. The ACME store-brand (Signature Select) is the best deal of them all at \$.98.2 cents per pound! Sales, coupons, the store, the season, packaging & preparation (how much work is done for you), and quantity all factor into price. Always observe carefully to get the best option for you!