American Heart Association.
Healthy for Good™

Shop Smart & Save

Smart shopping on a budget means knowing what to buy and when.

At Home

Understand the food needs and budget of your household.
Think about: How many people am I buying for? Do they have any special needs such as food allergies?

Know what you have. Before you go grocery shopping, check your pantry, fridge, freezer and garden, if you have one, to see what you have in stock. Using the oldest items first (first in, first out) helps save money and reduce food waste.

Plan your meals. Review grocery and coupon apps and websites to incorporate items that are available on sale or special into your eating plan. **Tip:** Keeping recipes and old meal plans all in one place makes meal planning easier.

Make a shopping list. Write down what you need, including details and amounts. Note any discounts you expect. Be ready to swap items if they are out of stock or if you find cheaper options.

At the Grocery Store

Compare prices. Look at the price tags on the shelves for the foods you are considering buying. When comparing different sizes and brands of similar products, use the unit price rather than total price to find the best value. Take advantage of store brands, which are often more affordable and nutritionally similar.

Consider sales and coupons but also nutrition facts. A coupon may not always be the best deal or the healthiest option. Check the ingredients list and the Nutrition Facts label to identify nutrient-dense foods for a healthy diet.

Buy in bulk. Before you take advantage of the bargain of bulk-buying, be sure you can use or store what you are buying. Canned, frozen and dried produce without sodium or added sugars are nutritious choices that last longer than fresh, reducing the risk of spoilage before use.

Save with seasonal produce. Buying produce that is in season can save you money. Consider canning or freezing it for year-round use.

Do not check out at the checkout. Pay attention at the register or review the receipt before leaving the store to make sure you get all the discounts and savings you expected. Save receipts so you can compare what you spent to what you budgeted and adjust your meal planning and budgeting, if necessary.

For more smart shopping tips, visit **heart.org/healthyforgood**

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