

# The Active Consumer

## Cutting Grocery Costs

(NAPSA)—Americans have found valuable ways to stretch their dollars, regardless of the economic climate.

But with food and energy prices rising, according to a recent study released by the United States Department of Labor, it's become even more important for many people to find ways to save.

One way to cut costs might be to shop a warehouse club. Warehouse Club Focus estimates that consumers can save an average of 30 percent shopping warehouse clubs over supermarket prices.

BJ's Wholesale Club, with 177 clubs along the eastern U.S., offers these tips for shopping wholesale clubs:

- **Compare Apples To Apples**—When you comparison shop, make sure you are looking at the same item and taking into consideration differences in size or amount. Check the unit pricing—it's the easiest way to make a comparison. Multipacks and larger sizes are designed to offer valuable savings.

- **Don't Sacrifice Quality**—Shop in a store that offers both quantity (bulk pricing) and quality (leading brands). Wholesale clubs should offer quality selections such as USDA choice meats and organic items.

- **Carry A List**—Develop a list to help you focus more on needs and less on impulse buys.

- **Find It In One Place**—Traveling to several locations to shop can cost you plenty in gas and increase time spent on errands. Instead, look to warehouse clubs for everything under one roof, including groceries, gifts and seasonal products.

- **Bring Restaurants Home**—Some clubs offer restaurant-



**Wholesale clubs can offer consumers big savings.**

branded items including Legal Sea Foods Clam Chowder, Panera Bread Company Broccoli Cheddar Soup, and Chili's Chicken Fajita Kit.

- **Baby Bargains**—Look for retailers that offer an assortment of diaper brands and sizes, and that stock other baby products such as detergents, formulas and accessories.

- **House Brands**—Whether it's shrimp, fresh-baked cookies, prepared foods, frozen organic fruits, shampoo, vitamins or more, a good wholesale club offers high-quality house brand items at savings comparable to brand-name items.

- **Save Time On Rebates**—Shoppers can log on to BJ's.com and view available manufacturers' rebates, submit a manufacturer rebate for redemption or inquire about a previously submitted rebate. Additionally, the club is the only wholesaler that accepts all manufacturers' coupons and all major credit cards, in addition to checks, cash and debit cards, while offering more than 7,000 items—many competitors offer just 4,000 items.