

BUDGET STRETCHING IDEAS

Hungry For Savings?

Brown Bagging May Make More Cents, But Variety Is Key

(NAPSA)—As Americans dig deep to save money, brown-bagged lunches are gaining in popularity. However, a new survey reveals that striving for savings may leave families hungry for variety.

According to the “Oscar Mayer Brown Bagging Barometer,” a poll of more than 1,000 Americans who brown-bag regularly, affordability and convenience top the list when choosing foods for packed lunches. However, it seems they are less likely to pack a lunch as the week goes on, which could be a budget breaker.

The survey found that while nearly 70 percent of respondents report packing a lunch at least three times a week, almost half say they pack the same lunch several times a week. Nearly 60 percent of those surveyed are more likely to pack their lunch Monday through Wednesday while only 20 percent surveyed opt to pack a lunch on Friday.

To help families freshen up their packed lunches and stick to saving, Oscar Mayer partnered with “America’s Family Financial Expert,” Ellie Kay. Together, they’ve created tips for pinching pennies while keeping family favorites on the grocery list. Kay says that variety is not only the spice of life, it’s also the key to savings.

“Packing a lunch can save an average of \$3 per person per day versus buying a lunch,” explains Kay. “For a family of four, that’s an average savings of about \$260 a month. But the secret to reaping those rewards is not getting stuck in a sandwich rut.”

Kay offers these additional tips to bring variety and value to brown-bagged lunches:



Brown bagging it doesn't have to mean the same old thing for lunch every day.

- **Kids' Choice.** Often, kids throw away the sandwiches they don't like at school. Give them the power of choice and let them select their favorite lunch meats at the store.

- **Brown Bag Assembly Line.** On Sunday nights, label brown bags by name and fill them with nonperishables for the week like pre-bagged drinks and snacks. Then, each morning, just add a sandwich and fruit or veggies.

- **Stay Connected.** Have your teens text various product and price options when you send them to the grocery store so you can help them select the best values. It's a great way to stay in touch and teach them to save money at the grocery store.

For additional tips on how to shop smarter and save money from Ellie Kay, visit www.OscarMayer.com.