



FOR FINANCIAL FITNESS

Power Move #4

Aisle of Shame to Pantry of Triumph

Key Concept: Failure to plan is planning to fail.

Goal: To control grocery shopping costs and food waste.

Plan: Balance **where** you shop with **how** you shop and **what** you put in your cart.

Result: Save several thousand dollars per year.

Where to Shop: Immediate, effective tactic- make your default grocery shopping at deep discount retailers (e.g. Aldi, Lidl). **Aldi:** 20-40% cheaper than traditional supermarkets (Kroger, Food Lion, Harris Teeter, Publix). Families of 4 can expect to save close to **\$4000/yr** by shopping exclusively at Aldi, provided they are disciplined in the “[aisle of shame](#).” Bring your quarter (and bags) if you go! **Lidl:** Close competitor to Aldi; nearest store is in Cary at this time.

How to Buy: Make a **list for the week**. Do not make a list when you are hungry. **Stick. To. The. List.** Do not return to the grocery store for 7 days. You can survive even if you resort to eating month old chips and marshmallows out of your pantry. That which does not kill you will make you *smarter!* Use this challenging time to smarten up next week's grocery list. Technology, like the free app [AnyList](#) or your store's website, can help you track essentials for future repurchases.

What to Buy: Generic or private-label products offer 25%-40% savings over brand name products. Shopping at Aldi assures you are getting this savings (more than 90% of the store is private-label), however, the same discount can be harvested from your premium grocery store by buying ‘HarrisTeeter-os’ instead of Cheerios. The cost savings on generic over the counter **medicine** is striking. Acetaminophen is acetaminophen, regardless of the packaging. Tub of Kirkland Ibuprofen at Costco can be had for **one fifth** the cost of Advil.



Whac-A-Mole: Premium stores are also more likely to offer time-sensitive coupons for specific products, manager's specials (e.g. extremely cheap protein that expires in a day), and/or BOGO deals as [loss leaders](#) to get you into the store. Looking for [Target](#)-ed grocery product deals is always an option for saving on goods you already intended to buy.

Trivia: Do you know the world's largest grocery retailer by sales? **Hint:** It is not even a close contest, but it is close. Approximately 90% of Americans live within a 10 mile radius of this retailer, with roughly one-third of the U.S. population visiting this store each week. It is the world's largest private employer, with over 2 million employees. **Hint 2:** if this were a crossword puzzle, Hack #8 down (7 letters) would be the reverse of "streetcar legislation." Still not sure, contact your [Take10™ Ambassador](#).

Next Level: Read [Killing your \\$1000 Grocery Bill](#) and/or [Grocery Shopping with your Middle Finger](#)

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Category	Stores	Price Level	Best Strategy	Top Value Categories
Warehouse Clubs	Costco, Sam's Club	Lowest Per-Unit Price	Buy in bulk; portion & freeze immediately.	Meat, Coffee, Paper Goods, Olive Oil.
Deep Discounters	Aldi, Lidl	Lowest Entry Price (up to 40% less)	Weekly "hauls"; swap all brands for private labels.	Produce, Dairy, Baking Staples, Snacks.
Value Giants	Walmart, Target	Low	Use the app for "Price Matching" or Pickup.	Household Cleaners, Toiletries, Canned Goods.
Standard Chains	Kroger, Food Lion	Moderate	Shop the "Digital Coupons" & Clearance racks.	Loss Leaders (e.g., \$0.97/lb Grapes).
Premium Chains	Publix, Harris Teeter	High	BOGO only. Never buy "full price" staples.	BOGO Cereals, Frozen Meals, Specialty Deli.



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