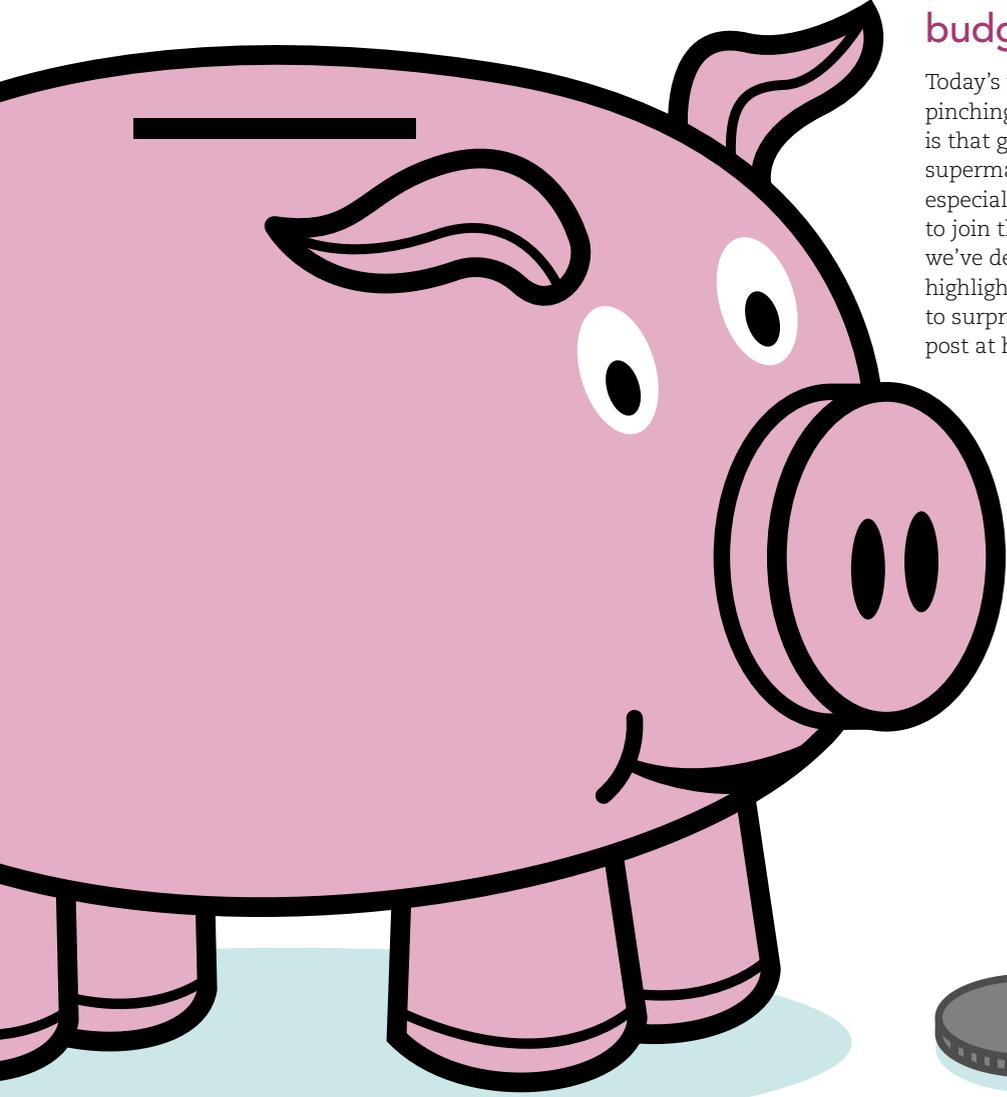


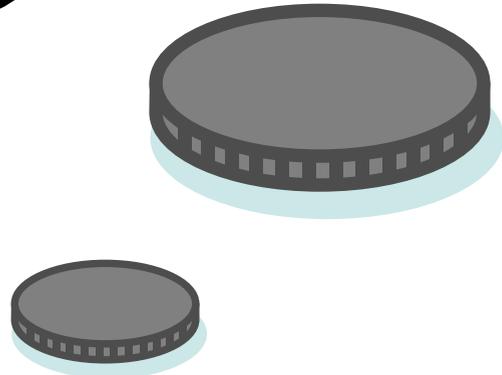


# the big save



**YOUR GOAL:** Work as a team to stretch your family's budget further than ever.

Today's financial news has all of us pinching our pocketbooks. The good news is that getting more for your money at the supermarket can be practically painless, especially when you get the whole family to join the effort. To prove the point, we've developed a mini poster (opposite) highlighting small changes that can add up to surprisingly big savings. Clip it out and post at home to get everyone on board. •



## 7 small ways to save on food



**OPT FOR PUBLIX BRAND PRODUCTS.** Snag Publix brand milk, bread and cheese slices.

You'll find that the quality of Publix-brand products is just as good as—if not better than—their name-brand counterparts.

**PACK A LUNCH.** Take your own lunch to work three days a week.

Sound too tedious? Live dangerously—ask the kids to pack your lunch and surprise you.

who's packing for whom:

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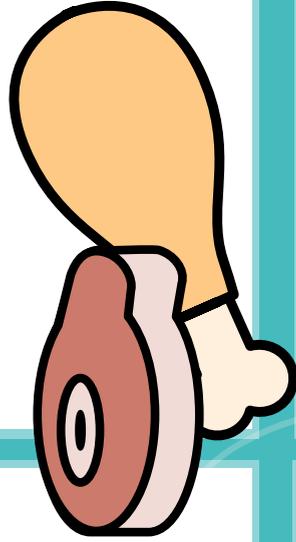
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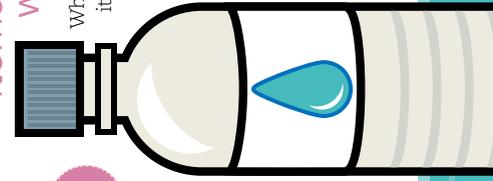
**CHOOSE MEAT WISELY** Purchase one pound of pork shoulder rather than the same amount of loin chops once a week.

Less-expensive cuts are sometimes not as tender, but they're perfect for slow-cooker recipes.



**SHOP THE ADS.** Purchase sale items every week.

When nonperishable items you normally use go on sale, take advantage of the prices. That's what mom Cassie Largaespada of Orlando, Florida, does. "When things are 'buy one, get one FREE,' I stock up," she says.



**USE COUPONS.** Score significant savings in your shopping cart each week.

Christy Rooney, a mom from the Jacksonville, Florida, area, suggests using coupons for sale items, redeeming competitors' coupons (they're welcomed at all Publix stores) and watching for rebates on the products you buy. Rotate the task of coupon clipping to keep it fun.

this week's family coupon clipper:

**EAT IN.** Make a medium pizza from scratch once a week rather than ordering one at a restaurant.

For fun, try making mini pizzas that each family member can top with favorite ingredients.

our pizza night:



**BIG SAVINGS!**

**TAKE YOUR OWN SNACKS AND BEVERAGES.** Avoid vendo-prices by purchasing water, sodas and snacks in larger volume and breaking them into take-along portions.

Snag bottled water or soft drinks from home rather than buying them from the vending machine at work. And stock up on large bags of your favorite snacks when they're on sale and create your own take-along single servings.

