

# Health Tip of the Month

## Shop Wise Supermarket Secrets

Ever wonder why you spend more than you budget for at the grocery store?

Supermarkets are designed to make shoppers buy more than they need.

Looking for milk? Shoppers walk past other tempting items placed at eye level.

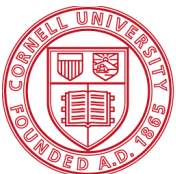


Think before you shop.

Follow these tips and make your next supermarket trip a wise one!

## Tips for wise shopping

- **Take a shopping list and stick to it.** Lists help you buy what you need, not what you don't.
- **Avoid passing foods you do not need.** Go to the back and sides of the store where milk, eggs and breads are usually stocked.
- **Don't shop on an empty stomach.** Hungry shoppers buy more especially if foods look good and smell good.
- **Look up and down.** The more expensive items are at eye level. Check higher and lower shelves. Compare unit prices and labels for the best price.
- **Watch out for tricky ads and statements.** Health claims on packages are confusing and those products may be priced higher.



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