



Making your money last longer and go further

A guide to cutting the cost
of your weekly food shop.



The average UK home throws out **£470 of food per year**¹. Follow our shopping tips to save money and reduce waste.

Before you go shopping:

- 1 Do a stock take of your cupboards and fridge to see what you have.
- 2 Plan the meals you are going to have for the week and think about using up leftovers.
- 3 Make a shopping list and stick to it.
- 4 Set yourself a target budget.
- 5 Don't go shopping on an empty stomach.
- 6 Remember to take your bags for life.

¹ WRAP Household Food Waste Report in the UK 2015.

Shopping Tips

Other ways to save:

Downshift your brands

If you normally buy premium brands try shifting to a 'regular' brand, supermarket own-brand or the economy range.

Buy loose items

Pre-packaged and prepared items can often cost more. Save yourself some money and buy loose fruit and vegetables in the quantities you will use.

A not-so-special offer

Don't assume offers are good deals – look at the price per unit and work out which represents the best value for money. Remember though, it's only a good deal if you need it!

Use it or lose it

More than half the food we throw away can be eaten. Eating anything past the 'use-by' date can be risky, but 'best before' date is just for guidance. Use taste, sight and smell to decide but if in doubt - throw it out!

Reuse and recycle

Consider buying refills to cut down on price and waste.

End of aisle promotions

Beware of end of aisle displays and promotions in prime areas of a shop. Check to see if they really represent good value and ask yourself if you actually need them.

Scan this QR code on your mobile to learn more about household budgeting tips.





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