

Thrifty Shopping Tips

With the weekly food shop bill for a family with at least two children averaging £86 (£4,472 per annum), what we eat consumes between 10%-15% of our household budgets according to the Office of National Statistics.

Coupled with the impact of Covid-19 on the economy and jobs, a deepening recession and uncertainties around the impact of Brexit, we're all feeling a bit more aware of our pounds and pence.

But by being a bit more thrifty in the supermarket, it's possible to keep flavour on your table and change from the checkout in your pocket.

Twelve Thrifty Tips

1. **Pays to plan** – planning your family's meals for the whole week (including packed lunches) will mean less wasted ingredients. Think about it. If you're nipping to the supermarket every other day for bits and pieces, it's much easier for those expensive (and probably unnecessary) extras to creep into the trolley.
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3. **Favour fresh** – fresh ingredients, such as lovely fresh British leeks, are much more economic than pre-prepared meals – and a home-cooked meal is likely to be far more nutritious too. *See our Health Factsheet for the health benefits of British leeks*
4. **'Bogof'!** – make the most of the offers in your supermarket; several 'Buy one get one free' deals can make a big difference at the checkout
5. **Shop seasonally** – apart from being far better for the planet, buying locally grown fruit and veg, like flavoursome British leeks, is far cheaper than out of season produce that's been shipped over using expensive fuel
6. **Double-take** – cooking double quantities will cut down on wasted ingredients – and time spent in the kitchen the following evening

7. **Sarnie saver** – take tasty leftovers into work the next day to save delving into the sarnie lady's basket (and probably buying an extra 'treat' too)
8. **Stay simple** – stick to tasty but simple dishes that don't require a trolley full of fancy ingredients.
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10. **Love loyalty** – register for a loyalty card at your supermarket and reap the rewards. As well as earning points which translate into money off your bill, you'll more than likely receive various coupons offering extra points and money off products redeemable instore
11. **In it to win it** – enter competitions to win supermarkets vouchers or even better, a special meal out. The supermarket shelves are a good place to look for on-pack competitions, or else keep an eye on your local newspaper. You can also subscribe to a competitions' listings magazine, such as Competitor's Companions, visit www.competitorcompanion.co.uk
12. **Waste not want not** – avoid wasting older fruit and veggies by turning them into delicious soups or smoothies. British leeks are a fantastic soup ingredient, try our British Leek, smoked bacon, broad bean and Savoy cabbage soup for starters
13. **Online only** – shopping online will mean you're more likely to stick to your list and not be tempted by (often naughty!) extras, that are high in price and in calories
14. **Supermarket survey** – investigate different supermarkets in your area for price and quality, you may find a cheaper but still acceptable alternative. Or even if you'd rather stick to your usual store for fresh produce, a cheaper supermarket might be an option for the basics