



**A trip to the grocery store can be like walking through an advertisement**

**Displays and packages may tempt you to buy foods you do not need.**

- ⊗ **Eat before going food shopping. If you are hungry, you will be more tempted to buy foods that are not on your list.**
- ⊗ **Shop alone, if possible. You will be less distracted. If you shop with children, help them learn to be good shoppers.**
- ⊗ **Learn the layout of the store you usually shop at, so you can find foods quickly.**
- ⊗ **Go down only the aisles where you can find food on your list. “Sight-seeing” in other aisles may tempt you to buy something you don’t need.**
- ⊗ **Large displays or end-of-aisle displays can make you think an item is on sale at a special price even if it is at the regular price.**
- ⊗ **Bright colors and attractive packaging on a food item will make you notice it.**
- ⊗ **Words like, “Special,” “New”, and “Improved” may cause you to look at a package and buy it.**
- ⊗ **Special claims like “3 for \$2.00” may cause you to buy three items even if you had planned to buy only one. (Many stores will give you the special price even if you buy only 1 or 2.)**



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