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## AMERICANS RESOLVE TO SAVE MONEY IN 2009

### *Extreme-Value Grocery Outlet Helps Families Slash Grocery Spending in Half*

**Berkeley, Calif., Dec. 26, 2008** – On January 1, millions of Americans will make the same resolution: to save money. In 2009, trimming budgets will take priority over trimming waists, and Grocery Outlet, the largest “extreme-value” grocer in the U.S., is supporting the cause. The typical American family spends 15-20% of their household budget on food – making grocery shopping the biggest opportunity for people to save money.

“In the midst of rising food prices and an economic crisis, we’re proud to offer customers a way to save a significant amount of money,” said Melissa Porter, Grocery Outlet’s resident Bargainista. “Customers tell us all the time how grateful they are for Grocery Outlet. We are in the business of helping families in a very real way – putting food on their tables.”

According to the U.S. Department of Agriculture (USDA), more than 31 million Americans are receiving food stamps. The food stamp average of \$239 monthly per household – or \$3 daily per person – requires careful planning and thrifty know-how to feed a family. In response, Grocery Outlet has put an emphasis on helping customers plan their meals. They developed the “\$3-a-Day Program,” which helps families save money with a weekly eating plan for \$3 per person per day. They also provide recipes that break down a per person cost and fit within a \$3 a day budget.

In addition, Porter offers these tips to help the resolved save money on groceries:

- It’s an oldie but goodie – don’t grocery shop hungry. Your wallet will thank you.
- Plan ahead. Shop from a list so you’re less inclined to impulse spend. Shop your cupboards first to avoid duplicate purchases. Be ready to change menu plans according to items on sale.
- Stay Organized. If your cupboards and refrigerator are disorganized, you’ll miss items that you already have. A lot of money is wasted due to disorganization.
- Be opportunistic. Look for manager’s specials and mark downs within the store. Stock up on non-perishables when they’re on sale.
- Try “extreme value” food outlets – such as Grocery Outlet. These outlets purchase overstocks and closeouts directly from manufacturers resulting in prices up to 50% cheaper than conventional retailers. (For locations – visit [www.groceryoutlets.com](http://www.groceryoutlets.com))

- Start cooking. The USDA has estimated that the percentage of middle class household budgets spent on dining out can be as high as 44 percent.
- Beans are ridiculously inexpensive and an excellent source of protein. For ½ cup cooked beans you get 7 grams of protein, 7 grams of fiber, and 12 percent of the RDA for iron.
- Eggs and canned tuna are also nutritious, inexpensive sources of protein.
- Single servings are expensive and waste packaging. Buy items such as yogurt and soup in large containers.
- Shop local and stimulate your local economy. Grocery Outlet stores are individually owned by local operators, so customers not only save money for their household, they are also investing in their local community. The hard-earned money they spend at Grocery Outlet helps to support local schools, city programs and businesses in their hometown.
- Save your savings. Quick! Put your savings in the bank before you spend it elsewhere. Saving means not spending.

### **About Grocery Outlet**

Based in Berkeley, California, Grocery Outlet offers extreme bargains on brand name merchandise, with prices often up to 50% cheaper than conventional retailers. The largest "extreme-value" grocer in the U.S., Grocery Outlet has over 130 locations in Arizona, California, Idaho, Nevada, Oregon & Washington. Grocery Outlet carries refrigerated and frozen foods, fresh produce, organics, dry groceries, beer and wine, health and beauty care, over-the-counter drugs, household products, toys and gifts. A third-generation family-owned company founded in 1946, Grocery Outlet's mission has always been to provide customers a fun place to find extreme values on name brands they trust. Most stores are independently owned and operated by locally-based families. For more information, please visit [www.groceryoutlets.com](http://www.groceryoutlets.com).

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*\* Editor's Note: The owner/operator from the local Grocery Outlet store is available to interview.*