

1. Don't go shopping when you're hungry.
2. Make a list of what you need, then stick to it.
3. Look at the top and bottom shelves – as supermarkets tend to put their most expensive products at eye level. Also check supermarket own label products.
4. Check if the local market, ethnic shops or green grocers are cheaper.
5. Buy fresh fruit and vegetables **in season**
<http://www.eattheseasons.co.uk/index.php>, when they are plentiful and cheap. But buy only as much as you can eat before they go off.
6. Buy frozen, tinned or canned fruit and vegetables **out of season**. Freezing or canning when they are picked avoids waste and keeps the price down.
7. Avoid foods with little nutritional value (like fizzy drinks, crisps, cakes and biscuits) or which are cheap and filling but not very healthy (like white bread, pizza, cheap puddings and pot noodles). Cheaper processed meat (like sausages and burgers) often contains a lot of unhealthy unsaturated fat, so try to limit these too.
8. Sell By Date reduced prices are worth considering if there is a longer Use By date.
9. BOGOF (Buy One Get One Free) is fine for items you can store a long time – but may not be for items which go off quickly (like fruit and vegetables).
10. Avoid prepared meals if you can. You're paying for the preparation and packaging and they are often made with too much sugar, salt and fat. If you're short of time, a prepared meal with lower levels of sugar, salt and saturated fat (often indicated by green or amber signals on the pack) will usually be healthier than a takeaway.