

Su·per·mar·ket Temp·ta·tion^S

Do you ever go to the food store for a quart of milk and then end up leaving with a bag of groceries? Food stores are designed to tempt you to buy groceries. Careful shoppers know how to avoid being tempted by items they don't really need.

In most stores, the milk is located as far from the door as possible. That is because most shoppers buy milk. So the store owners want to make sure you have to walk past a lot of merchandise on your way to the dairy case. Along that route you'll also find snacks and baked goods. These are items that people are most likely to buy on impulse.

The ends of aisles are speed bumps. As you slow down to go around them, you may spot a stack of paper towels. Since they are out of their

u^S·**u**·**al** **pl**^C**e**, **you** **may** think they **are** on **sale**.
A·**gain**, this **i**^S **a**·**n**^o·ther **way** **store** **o**·**w**^{ner}**s** **en**·**t**ⁱ**c****e**
you to **bu**^Y their **pro**·**du**^C**t****s**.

Giv·**ing** in to **temp**·**ta**·**tion** **i**^S **hard** on a **bud**·**g**^e**t**.
So it **i**^S **im**·**por**·**tant** to **learn** **way**^S to **leave** the
store **with** your **bud**·**g**^e**t** **in**·**ta**^C**t**. **Plan** your **week**·**ly**
meal^S and then **make** up a **gro**·**cer**·**y** list. **As** **you**
look for the **i**·**tem**^S on the list, **re**·**mem**·**ber** to **be**
flex·**i**·**ble**. For **ex**·**am**·**ple**, if **you**'**ve** planned on
bu^Y·**ing** **cod** for **din**·**ner**, but it **co**st**s** **t**^o**o** **much**, opt
for **sole**. **Al**·**so**, **make** a **men**·**tal** list of the
stan·**dard** **pri**·**ce**^S of your **u**^S·**u**·**al** **pur**·**cha**·**se**^S. **By**
do·**ing** this, **you** will **know** a **bar**·**gain** when **you**
see one. **Fi**·**nal**·**ly**, **use** **cou**·**pon**^S **on**·**ly** for the
i·**tem**^S on your list. **You** **a**·**ren**'**t** **sa**·**ving** **mo**·**ney** if
you **use** the **cou**·**pon**^S on **f**^o**od**^S **you** **don**'**t** **need** in
the first **pl**^C**e**.