



## Ontario Home Economics Association

### *Ask a Professional Home Economist*

**For Immediate Release**

## **Coupons ~ An Easy Way to Save**

by Sandra Venneri, B.Sc., P.H.Ec.

Consumers often feel at the mercy of retail price tags. With increasingly unpredictable pricing, household budgeting can be tough. Become a smart shopper - take advantage of coupons!

### **Tips for Smart Couponing**

- **Know where to look.** Find coupons on store shelves, online (mailed and self-printed), in magazines, flyers, newspapers and attached to products and samples. Search online for codes to type-in at checkout. Take advantage of loyalty reward point redemptions that offer in-store discounts. Find discount gift card and group-buying sites. Read the fine print. Speak up to ask for student, senior and employee discounts;
- **Keep coupons organized.** Use a simple envelope or small plastic file folder to organize coupons into basic categories such as food, household and pets;
- **Plan ahead.** Make a list of 'necessary' purchases based on sale prices first. Pair sales with coupons you have and mark those listed items to avoid forgetting to use coupons at checkout;
- **Save coupons.** If you don't need to use a coupon immediately, wait to pair it with a sale price for even greater savings. Monitor expiry dates and check for minimum purchase rules;
- **Share coupons.** Start a group and meet once a month to share coupons;
- **Take advantage of price matching.** Some stores will match the advertised lower price from another store. Have the competitor's flyer with you for proof of price-to-match;
- **Use coupon etiquette.** Organize items with coupons for the cashier to speed up check out. Do not remove coupons affixed to product packages you are not purchasing at the time.

*'A penny saved is a penny earned'* has literally become a nickel-saved today! And it's easy to make that 'dollars-saved' through wise couponing!

Sandra Venneri is a Professional Home Economist with a degree in Nutritional & Nutraceutical Sciences. She is currently working towards becoming a Registered Dietitian at Brescia University College. Her passion for a holistic life is evident on her social media sites. Twitter: @nutritionbites8, Facebook: nutritionbitescanada and Instagram: nutritionbites. Sandra is the winner of the 2014 Ontario Home Economics Association Student Media Release Competition.

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Ontario Home Economics Association (OHEA), a self-regulated body of Professional Home Economists, promotes high professional standards among its members so that they may assist families and individuals to achieve and maintain a desirable quality of life.

For further information, please contact: Ontario Home Economics Association,  
1225 Meadowview Rd., RR #2 Omemee, ON K0L 2W0  
Tel/Fax: 705-799-2081 Email: [info@ohea.on.ca](mailto:info@ohea.on.ca) Website: [www.ohea.on.ca](http://www.ohea.on.ca)

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