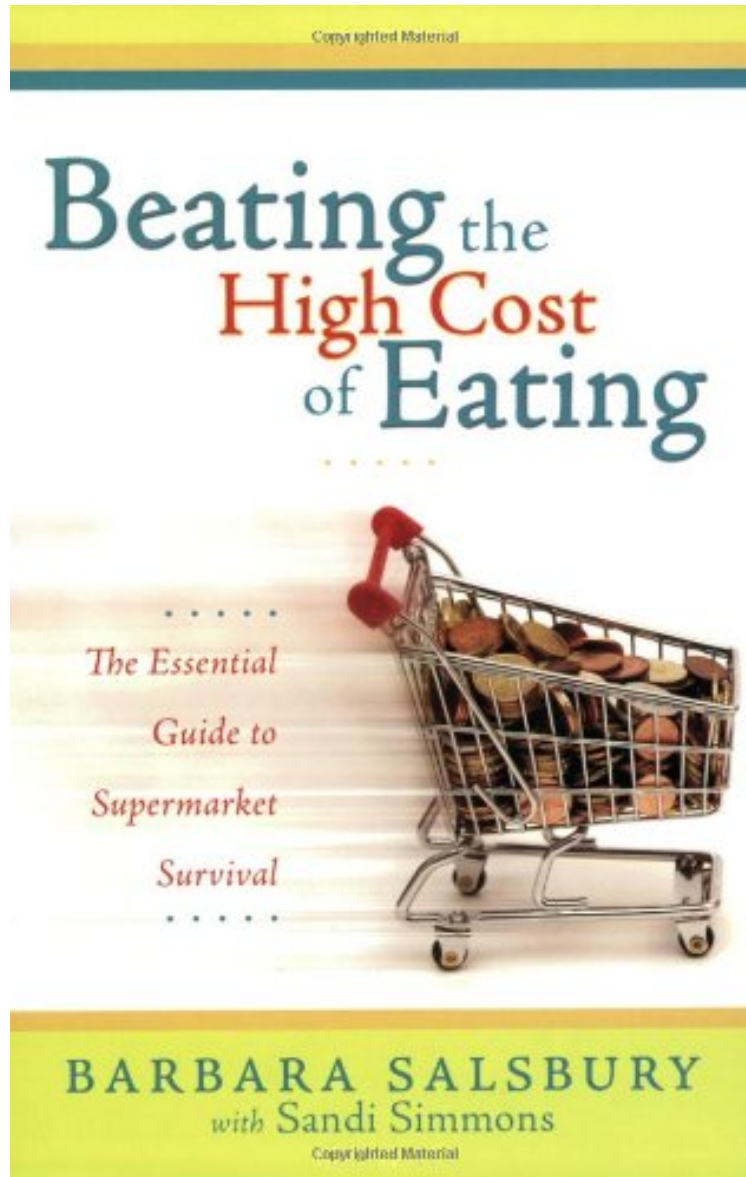


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# Beating the High Cost of Eating: The Essential Guide to Supermarket Survival

*Barbara Salsbury, Simmons Sandi*  
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**Barbara Salsbury, Simmons Sandi : Beating the High Cost of Eating: The Essential Guide to Supermarket Survival** before purchasing it in order to gage whether or not it would be worth my time, and all praised Beating the High Cost of Eating: The Essential Guide to Supermarket Survival:

15 of 15 people found the following review helpful. Not just a tips and tricks bookBy CustomerBarbara Salsbury

packs her book with a lot of useful information. She doesn't write about how to choose the freshest produce or the best time of day to shop. She deals with subjects such as in-store psychology (ie: why we buy when we didn't plan to buy); how to properly read the ads; eye opening information about store games, gimmicks and surveys; menu planning the non-traditional, but easy, way; the expensive lure of one stop shopping; plus many more subjects tying it all together with what she calls her "Pantry Principle." I've been a grocery shopper for a long time and though I was doing a fairly good job at stretching my grocery budget, Barbara made me realize how much more I could do. She is quick to point out there is no villain here, grocery stores are a business and they are doing it well. Our job as consumers are to become "Super Shoppers" knowing how to stretch our hard earned dollars the farthest. Her chapters on Brands is amazing! We all know major brand names, but what about house brands? Private labels? Economy brands? No names? When I would look at the grocery shelf and see eight brands of canned peas, I didn't really know the difference between them, now I do because Barbara explains it. Barbara knows her stuff because she had to live it. In reading about her life, during a short period of time, her family experienced job loss, major hospital bills, their house being robbed, and because of a land fraud situation, didn't even own their home. She HAD to live these principles. You may already do or know some of things in this book. But it was well worth the money to me as it is chock full of great information, even if it just gives you a different way to look at something almost all of us have to....grocery shop. 1 of 1 people found the following review helpful. I thoroughly enjoyed this book. By Mad Ethyl Flint This book showed me a whole lot of what I was doing wrong when shopping. They cover everything from the pros and cons of coupons and sale items, to little 'tricks' stores use to get you to spend more money. Bottom line, I may not use everything in this book, but it made me a whole lot more aware of how much time and money I was wasting. Definitely worth the read. Unless of course you really don't care about saving money on groceries. But then why would you even be reading this. xoxMEF5 of 7 people found the following review helpful. Do not waste your money on this book! By Ruby5411 I bought this book based on the other reviews and am very disappointed. Although it does discuss supermarket trends and ads and what not - which is really common sense at the end of the day, the basic way to cut your grocery costs is to buy the cheapest brands when they are on sale, take the money you saved from that, buy more of those same goods and stockpile them. Now we are a family of 4. I have tried to stockpile and it doesn't work - unless you know for sure that they are goods you can use at some point, all you end up with is a lot of stuff that has expired and is basically good for the trash can only. I know - I throw these kinds of things away all the time. The concept is to stockpile to the point of where you have enough food stored to live off of when major expenses hit you so you can use grocery money to pay for bills. Well we eat a lot of fresh fruit, steamed veg and homecooked meals. My kids would not eat purely out of a tin or spaghetti box for long enough to make the savings worthwhile, or the money enough to pay for any kind of significant expense, so if your family is like mine - don't even think this book will reveal some hidden secret - it won't!

If you shop at a grocery store, you need this book! Beating the High Cost of Eating is a course in supermarket survival. It will teach you proven strategies that will increase your buying power by 33 percent or more! In its pages you will find practical and tested ways to get the most out of your grocery dollar as you learn to \* Recognize the best price when you see it \* Redefine impulse and comparison shopping \* Throw out traditional menu planning \* Cut down on coupon clipping \* Overcome the "one-stop shopping" syndrome \* Choose the right brands \* Control your budget once inside the store \* Make your pantry a money-management tool Best-selling author Barbara Salsbury, a recognized authority on thriftiness and self-reliance, offers more than a collection of typical how-to-shop tips. She offers new knowledge and skills guaranteed to help you increase your buying power without games, gimmicks, or coupons!

About the Author Best-selling author Barbara Salsbury, a nationally recognized personal-preparedness expert, is one of Americas leading authorities on self-reliance. For more than twenty-five years, she has been teaching self-reliance and showing people how to get more for their money. In November 2002, Family Circle Magazine named her one of the "Top Five Penny-Pinchers in America." She has produced two national newsletters and three videos. In addition, she is the author of seven books, including Just Add Water, Just in Case, and Plan, not Panic. Active in church and community, Barbara serves as a personal preparedness consultant for Sandy, Utah, and has served as assistant director for San Francisco Key Cities-Area Public Affairs for The Church of Jesus Christ of Latter-day Saints. She and her husband, Larry, live in Sandy, Utah. They have two children, seven grandchildren, and two spoiled dogs. Sandi Simmons is a freelance writer. She has written numerous articles, scripts, and newsletters, including a national e-newsletter, "Preparedness Perspectives." She and her husband, Tom, live in Sandy, Utah, with their four children.