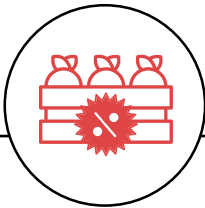


CHEAT SHEET FOR GROCERY STORE TRAPS



DISCOUNTS FOR MULTIPLE PURCHASES

Used to encourage you to buy more items in order to get the advertised discount.

You don't necessarily have to buy the advertised number of items to get the discount.

Read the price label carefully!



STRATEGIC PLACEMENT OF ITEMS IN STORE

Everything is planned out to get you to buy.

+ Time in store
=
+ Items in your cart
=
+ **MONEY SPENT.**



FLYERS AND DISPLAYS

Just because it's in the flyer doesn't mean it's on sale.

Cover pages = Best deals.

Inside pages and displays

=

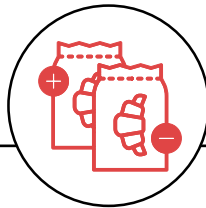
Products that aren't necessarily on sale.
Often used to attract attention.



LOYALTY CARDS AND POINTS CARDS

Access to customized offers **in exchange for your personal information.**

You have to decide if it's a good deal based on what you really need.

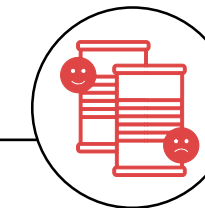


SMALLER FORMAT FOR THE SAME PRICE (SHRINKFLATION)

Lesser amount for the same price, with no notification of the change.

Tip: Compare the price per gram or per millilitre.

Legal as long as the right amount is listed on the packaging.



REDUCED QUALITY FOR THE SAME PRICE (SKIMPFLATION)

Decreased quality of a product or service for the same price, with no notification of the change (modified ingredient list, reduced service at checkout, etc.).

Legal as long as the right information is listed on the packaging.

YOUR WATCHFULNESS = YOUR BEST ALLY, in store and online.