



PLANT YNG NGHYMRU  
CHILDREN IN WALES

# Food Shopping tips

A young person's guide for  
Anglesey

Resource 9 of 12



You may also like to read these resources:

- Money- I need some!
- Money- putting some aside
- Budgeting

Getting Ready Project

Notes regarding the comparison:

- It was not always possible to compare exactly the same size item
- **The price comparison is meant as a guide** to see how prices may compare depending on the item you choose
- Prices were correct on 12th December 2019 but prices can change regularly in each shop
- Unbranded items chosen were each supermarket's standard product
- The supermarkets and products chosen are examples only and are not endorsed by Children in Wales.



Here we have taken some popular items in a popular supermarket and compared branded and non branded equivalents.

## Weight

How many grams (g) in a kilogram (kg)?

- 1 KG = 1000g
- 3/4 KG = 750g
- 1/2 KG = 500g
- 1/4 KG = 250g

## Volume

How many millilitres (ml) in a litre (L)?

- 1 L = 1000ml
- 3/4 L = 750ml
- 1/2 L = 500ml
- 1/4 L = 250ml

Pints and litres?

- 1 pint = 568ml

# Price Comparison- Supermarket

## TESCO Branded Products

- |  |         |
|--|---------|
| • Tetley Tea Bags (80 Bags)                    | • £2.65 |
| • Semi skilled milk (2 pints)- non brand       | • 80p   |
| • Kellogg's Corn Flakes (450g)                 | • £1.89 |
| • Brace's White Bread (800g)                   | • £1.10 |
| • Cathedral City Medium Strength Cheese (550g) | • £3    |
| • Chicken Breasts (650g)- non brand            | • £3.80 |
| • Potatoes (2kg)- non brand                    | • £1.50 |
| • Birdseye Frozen Peas (800g)                  | • £2.05 |
| • Richmond Sausages (8 pack/454g)              | • £2    |
| • Coca Cola (2x 1.5L)                          | • £3    |
| • McVities Chocolate Digestives (433g)         | • £1.50 |
| • Silver Spoon Sugar (1kg)                     | • 69p   |
| • Heinz Tomato Ketchup (910g)                  | • £2.80 |
| • Heinz Baked Beans (4 tins)                   | • £2.30 |
- TOTAL £29.08**

## TESCO Non-branded Products

- |         |                                  |
|---------|----------------------------------|
| • £1.10 | • Tea Bags (80 Bags)             |
| • 80p   | • Semi skilled milk (2 pints)    |
| • 60p   | • Corn Flakes (500g)             |
| • 59p   | • White Bread (800g)             |
| • £2.30 | • Medium Strength Cheese (460g)  |
| • £3.80 | • Chicken Breasts (650g)         |
| • £1.50 | • Potatoes (2kg)                 |
| • £1.20 | • Frozen Peas (1kg)              |
| • £3    | • Sausages (2 x 8 pack/ 2x 454g) |
| • £1    | • Cola (2L) x 2                  |
| • 60p   | • Chocolate Digestives (300g)    |
| • 69p   | • Silver Spoon Sugar (1kg)       |
| • £1    | • Tomato Ketchup (990g)          |
| • £1    | • Baked Beans (4 tins)           |
- TOTAL £19.18**

# VS

**SAVING WHEN  
BUYING NON  
BRANDED  
£9.90 or  
34%**

## Delivery

Some supermarkets offer delivery. Think about:

- The cost of delivery
- The minimum spend needed. Can you afford this?

Notes regarding the comparison:

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- Unbranded items chosen were each supermarket's standard product
- The supermarkets and products chosen are examples only and are not endorsed by Children in Wales.



Here we have taken some popular items in two popular supermarkets and compared their prices.



When looking at the price per kg of each item, Lidl was the cheapest for every product used in the example.



## Price Comparison

### ASDA Non-branded products

- |                                 |         |
|---------------------------------|---------|
| • Tea Bags (80 Bags)            | • £1    |
| • Semi skilled milk (2 pints)   | • 79p   |
| • Corn Flakes (450g)            | • 77p   |
| • White Bread (800g)            | • 55p   |
| • Medium Strength Cheese (500g) | • £2.49 |
| • Chicken Breasts (650g)        | • £3.59 |
| • Potatoes (2.5kg)              | • £1    |
| • Frozen Peas (1kg)             | • 99p   |
| • Sausages (8 pack/454g)        | • £1.50 |
| • Cola (2L)                     | • 50p   |
| • Chocolate Digestives (300g)   | • 44p   |
| • Sugar (1kg)                   | • 65p   |
| • Tomato Ketchup (720g)         | • 67p   |
| • Baked Beans (4 tins)          | • £1    |

**TOTAL £15.94**

### LIDL Non-branded Products

- |         |                                 |
|---------|---------------------------------|
| • 99p   | • Tea Bags (160 Bags)           |
| • 79p   | • Semi skilled milk (2 pints)   |
| • 50p   | • Corn Flakes (500g)            |
| • 49p   | • White Bread (800g)            |
| • £1.79 | • Medium Strength Cheese (400g) |
| • £2.35 | • Chicken Breasts (590g)        |
| • £1    | • Potatoes (2.5kg)              |
| • 79p   | • Frozen Peas (900g)            |
| • £1.35 | • Sausages (8 pack/454g)        |
| • 39p   | • Cola (2L)                     |
| • 42p   | • Chocolate Digestives (300g)   |
| • 65p   | • Silver Spoon Sugar (1kg)      |
| • 45p   | • Tomato Ketchup (560g)         |
| • 98p   | • Baked Beans (4 tins)          |

**TOTAL £12.94**

# VS

**DIFFERENCE  
BETWEEN SHOPS**

**£3 or  
19%**

### Travel

Think about how you get to the shop of your choice. If there is a shop close to you, this may be the cheapest option. For example if ASDA is close and Lidl is a £4 bus journey away, ASDA is the cheapest based on the example above

Here we will look at the range of choices when it comes to shopping for food. Choice in terms of where to go and what to buy.....



## Shops

- There is perhaps an overwhelming amount of choice both on the types of shops and what each shop sells.
- This can make it hard to know if you are getting good value
- It is important to shop around a little to understand where you can save



For 'convenience' shops are selling pre-prepared food such as ready grated cheese and pre cut carrots. This is often much more expensive than unprepared food. For example:

- Grated cheese (250g)- £7.60 per kg
- Block of cheese (460g) - £5 per kg

## Brands

- You can save so much money by not buying brands, it is worth thinking about what items you buy
- If however, you only want that specific brand you still need to shop around
- Many shops fight each other for the best price on a brand name
- Also don't forget shops such as B&M and Home Bargains sell a large range of branded products usually at good prices
- It is worth remembering branded and non branded products are sometimes made in the same factory!

## Where can I go?

There are so many places you can go to buy food

- Supermarkets include Tesco, ASDA, Morrisons and Sainsbury's
- 'Discounters' include Aldi and Lidl
- Convenience include: Coop, Tesco Express and NISA Local
- Other shops include Iceland, B&M, Home Bargains, Poundstretcher, Poundland
- Local markets- often have fruit and veg stalls, butchers etc
- When thinking about where to go, also think about the cost of getting there and back. Do you need to get a bus? Can you walk?

Usually, but not always a convenience shop will be more expensive than buying in any of the others but it will be closer to your home.



### Cheapest?

- Prices can be very confusing
- The best way to know if you are getting value is to look at the price per kg that is displayed on the shelf price
- The lower the number the cheaper it is!

Choice

### Local Markets

You may also want to try your local market when buying food. Prices can vary but in a market you can buy the exact amount you need, reducing food you waste.

Anglesey:

- Llangefni Market

### Useful websites

Food safety and waste:

- <https://www.lovefoodhatewaste.com/>
- <https://www.food.gov.uk/food-safety>

Food comparison and saving money

- <https://www.mysupermarket.co.uk/>
- <https://www.moneysavingexpert.com/>

Recipe ideas etc

- <https://www.bbcgoodfood.com/feature/budget>
- <http://allrecipes.co.uk/recipes/tag-5555/budget-cooking-for-one.aspx>
- <https://www.jamieoliver.com/recipes/category/course/cheap-cheerful/>

tips



Here are some useful tips for saving money and reducing your waste.

## Waste

As a country we waste about a third of the food produced. A significant part of this is household food waste which means wasted money.

Ways to reduce your waste therefore **save you money**:

- Only buy what you need
- Make a shopping list before you go shopping
- Follow the storage instructions on packets
- Get boxes or bags to put your leftovers in
- The freezer is your friend! Freezing food close to their use by date will make them last longer.
- Split packs of meat into smaller meal size portions and freeze them in separate bags.
- Use an app such as **Supercook** to get recipes for what you have left in the fridge

You also need to make sure you following recycling guidelines where you live. If you put food waste in your rubbish you may get fined.

<https://www.anglesey.gov.uk/en/Residents/Bins-and-recycling/Food-Waste/Food-waste-collection-service.aspx>

### Best Before v Use by

- A best before date is a **guide date**. It does not mean you can't eat the food after this date. It should last much longer than this
- Use by- a **strict date** by which you should use the food (the date does not count if you have frozen the food before the use by date)

## Packet size

- When shopping pay attention to the size of the packet or bottle.
- They are often packaged to look bigger than they really are
- An example is Poundland selling a 4 pack of Walkers crisps when in Supermarkets they may be a 6 pack or 8 pack.



- To get food at a low price or free, you could try the **Too Good to Go** or **Olio** apps.
- These offer food that would otherwise get thrown out at a very low price or FREE to pick up
- Places offering food include restaurants, hotels and supermarkets

## Discounts

There may be ways of getting discounts on items:

- Supermarkets sometimes have a money off voucher in a newspaper.
- A supermarket magazine may have money off vouchers for the shop or certain products
- If you go to the shop in the early evening there are sections of 'reduced' items that are still perfectly fine to eat but have a short date. They usually have an orange or yellow sticker

