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Shoppers Learn to be Supermarket Savvy *ACCC offers suggestions for grocery shopping on a budget*

Newton, MA – September 18, 2007 – Fall is the perfect time for consumers to develop a routine in their budgeting habits. Having returned from summer vacation refreshed and relaxed, and with the kids back in school, consumers can be excited about eating healthier, exercising regularly, and paying bills on time. While applying these habits to daily life is difficult, one helpful and attainable goal should be to develop successful grocery shopping patterns. American Consumer Credit Counseling offers the following suggestions for consumers:

1. Establishing a budget is always the appropriate first step in setting a financial goal. In terms of grocery shopping, consumers should look at their family income and other expenses and decide just how much money they can afford to spend each week on grocery items.
2. Preparing a shopping list ahead of time inevitably helps to cut down on extra costs and impulse purchases at the store. Allotting a small fund towards extraneous items is acceptable, as long as it fits into the grocery budget.
3. Planning meals in advance will help save money. By giving some thought to a weekly dinner menu, families can avoid the high cost of eating out and limit the number of perished items in the fridge. Freezing meals and leftovers will also save time and money during the week.
4. Buying household items in bulk can provide consumers with lower prices. Purchasing paper products, soap, toothpaste and other necessities at wholesale or club stores can save families money in the long-term.

Grocery shopping habits vary from household to household, so there is not a single answer to the question of how to shop on a budget. If consumers determine what works best for their own families, they will certainly see the many benefits of practicing solid grocery shopping habits.

ABOUT ACCC: American Consumer Credit Counseling (ACCC) is a non-profit 501 (c) (3) organization dedicated to empowering consumers to regain control of their lives through education, counseling and debt management. ACCC provides individuals with practical solutions for solving financial problems and recognizes that consumers' financial difficulties are often not the result of poor spending habits, but more frequently from extenuating circumstances beyond their control. As one of the nation's leading providers of financial education and credit counseling services, ACCC works with consumers to help them with the best plan of action to reduce their debt and regain financial stability. For more information or to access free financial education resources log on to www.consumercredit.com.