

Unit Pricing: Another Money Saving Tool

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We are often told that items sold in larger packages are the best deal, but this is not always the case. The best way to know is with unit pricing. Checking the unit price is a valuable tool for savvy shoppers. **By calculating and comparing unit prices, you can make more informed decisions and get the best value for your money.**

| UNIT PRICE | RETAIL PRICE |
|--------------------|--------------|
| 18¢ PER OUNCE | \$2.52 |
| CORN FLAKES | 14 OZ |
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What Is a Unit?

A unit is simply a standard size measurement. A unit could be a serving size, ounce, gram, pound, gallon, quart, pint, cup, etc., or each item itself.

What Is Unit Pricing?

Unit pricing is a way to compare similar items at the grocery store. The unit price allows you to compare different brands and package sizes to see which has the best value.

Where Can I Find the Unit Pricing?

The unit price for food items is not typically found on the product itself. The unit price is usually on the same label as the price of the item, in smaller numbers. This is the label that you see on the store shelf under an item; however, be aware that it may not be in the same location at all stores.

How Do You Use Unit Pricing?

1. Look at the label and find the unit price for each item you want to compare.
2. Make sure the units are the same before comparing the unit price.
3. The unit price that is the lowest is the best value.

Here's an example for carrots

1-pound bag of carrots = \$0.89 = \$0.89 per pound

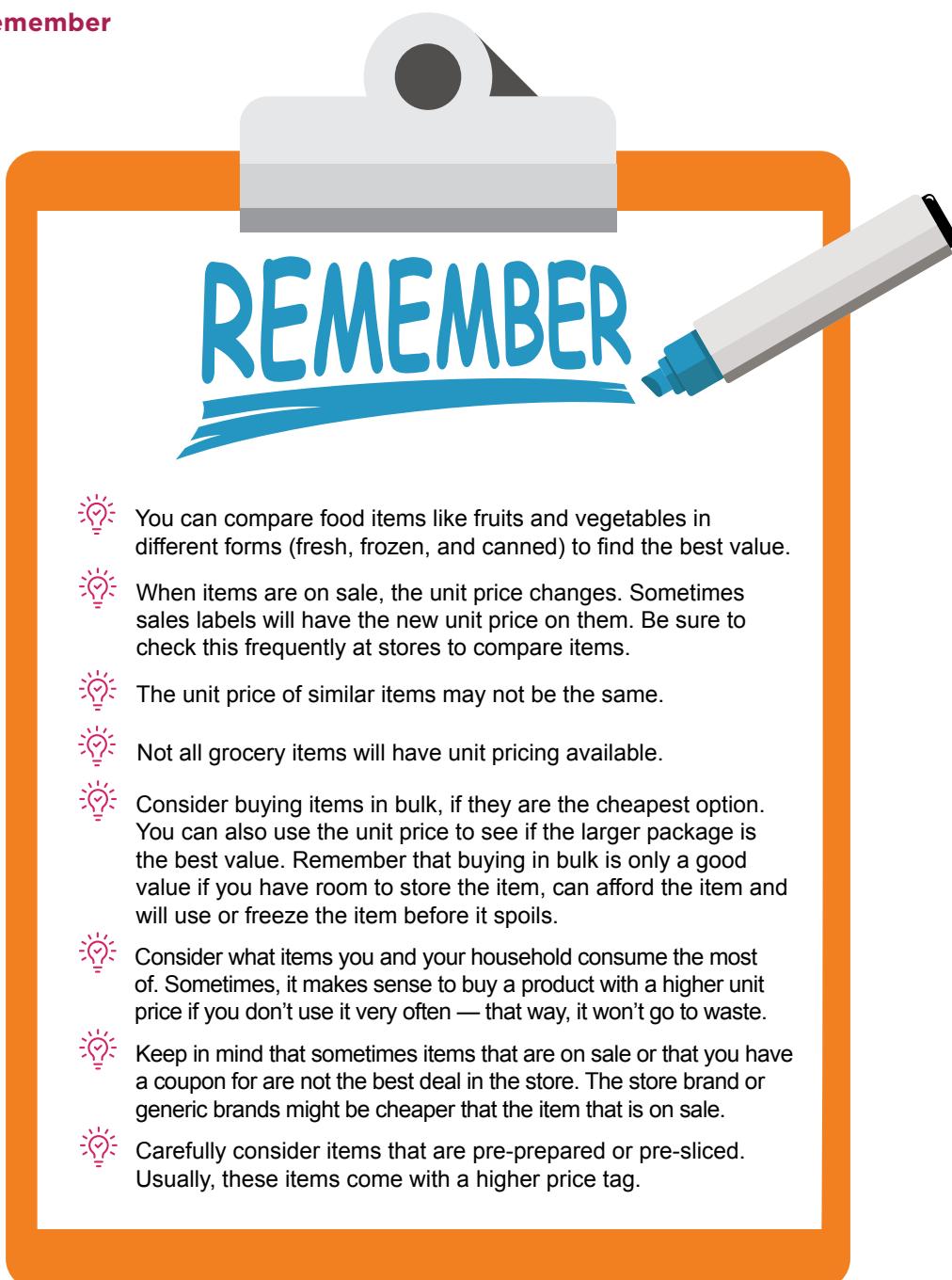
5-pound bag of carrots = \$3.54 = \$0.71 per pound

The 5-pound bag of carrots is the better value because it costs less per pound

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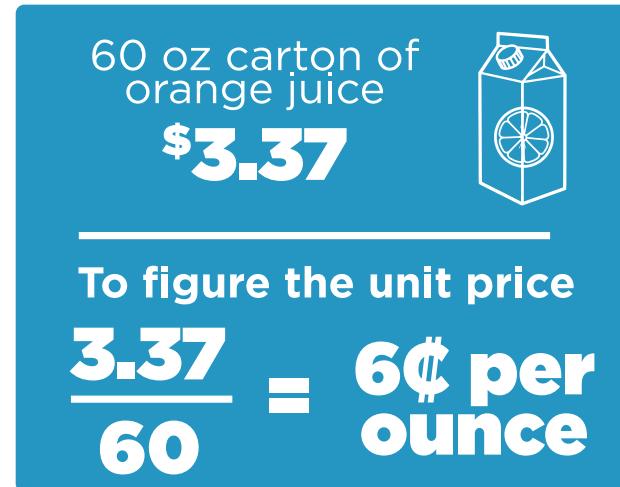
Some Points to Remember



What If I Do Not See the Unit Price?

Sometimes there is no unit price listed, or units might be different on similar items. If this happens, you can easily figure the unit price yourself. Simply take the total price of the item and divide it by the number of units. This will equal the price per unit.

Let's look at an example. A 60-ounce carton of orange juice costs \$3.37. To figure the unit price simply divide \$3.37 by 60. When you do, you find the unit price to be 6 cents per ounce.



Unit pricing helps you compare prices to find the best deal when shopping. By looking at the unit price, you can see which size or brand gives you the most value for your money.

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