

# Checkout simple way to save

Shopper Zoe Lamont with some of The Saturday Telegraph's purchases. Picture: Justin Lloyd



It really does pay to shop around

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GROCERY shoppers can make significant savings if they do their research, with an \$11 price difference on just an 11-item shopping list.

The Saturday Telegraph this week bought chicken breast, milk, white bread, tomato sauce, passata sauce, broccoli, celery, onion, apples, Lindt milk chocolate and tissues online from each of Coles, Woolworths, Harris Farm and Aldi.

The bill was most expensive at Harris Farm, costing \$37.10 despite not including tissues which were not available. Coles and Woolworths were cheaper at \$28.39 and \$27.85 respectively. Aldi was

the cheapest \$26.06 but this did not include the Lindt 100g milk chocolate, which was on the other lists.

AJ Financial Planning founder Alex Jamieson said savings at individual supermarkets came down to "pricing power".

"If (retailers) buy a slab of product they can go back to the provider selling it and demand a deeper discount," Mr Jamieson said.

He said price differences also came down to perspective and location.

"You might pay a slight premium in exchange for a more inviting shopper experience," he said. "It also depends on location, you're more likely to see price gouging in more affluent suburbs

than in those areas that are price-sensitive."

Broccoli was the most expensive at Harris Farm at \$8.99/kg, ahead of Coles at \$7.90/kg, Aldi at \$6.99/kg and Woolworths \$6.50/kg.

A bunch of celery was most expensive at Aldi and least expensive at Woolworths. Royal gala apples were 60c/kg cheaper at Coles compared with Woolies, and at Harris Farm \$2.09/kg more expensive than Coles.

RSPCA chicken breast was \$9.50/kg at Coles and Woolies while a comparable type of chicken at Aldi was more expensive at \$11.49/kg.

MyBudget founder Tammy Barton has a number of handy tips to help fellow consumers make the most of their money.

"I've got my meal plan stuck to the fridge every week, I know exactly when the specials come out and I'll look online at the supermarket catalogues," Ms Barton said.

"It's never been a more important time to be aware of your spending but supermarkets can bamboozle us with special tickets and deals.

"Stock up on non-perishables if they're 50 per cent off, and always look at the price per unit. You'll have more money to spend on the things you enjoy."

Coles said it was committed to giving customers value for money: "We know that saving money on their weekly shop is more important to families than ever before."

Woolworths said it

encouraged customers "to look out for weekly specials ... to ensure they're getting great value when they shop".

Aldi said: "We have built a reputation for having the best-priced groceries in Australia and we will continue to deliver on this commitment."

Harris Farm had yet to respond.

Busy mother-of-three Zoe Lamont, from Haberfield, chooses Aldi over the bigger chains for consistently low prices. "You can save at least \$30 a shop, this is where I get my staples like milk and eggs," Ms Lamont said, but added she bought her fresh food from independent stores even though it cost more. "I know the products haven't been on the shelf as long. They're the freshest."



## CHICKEN BREAST FILLETS

Coles	\$9.50/kg
Woolworths	\$9.50/kg
Aldi	\$11.49/kg
Harris Farm	\$13.99/kg



## FULL CREAM MILK 2L

Coles	\$2.39
Woolworths	\$2.39
Aldi	\$2.39
Harris Farm	\$2.39



## LOAF OF WHITE BREAD

Coles (680g)	\$2.00
Woolworths (680g)	\$2.00
Aldi (650g)	\$1.29
Harris Farm (700g)	\$2.69



## PASSATA SAUCE

Coles (690g)	\$1.55
Woolworths (500g)	\$1
Aldi (700g)	\$1.39
Harris Farm	\$2.49



## BROCCOLI HEAD

Coles	\$7.90/kg
Woolworths	\$6.50/kg
Aldi	\$6.99/kg
Harris Farm	\$8.99/kg



## BROWN ONION

Coles	\$3/kg
Woolworths	\$3/kg
Aldi	\$2.49/kg
Harris Farm	\$3.99/kg



## ROYAL GALA APPLES

Coles	\$4.90/kg
Woolworths	\$5.50/kg
Aldi	\$4.49/kg
Harris Farm	\$6.99/kg



## TISSUES 224 PACK

Coles	\$1
Woolworths	\$1
Aldi	95c
Harris Farm	NA