

- 1 On your next visit to the grocery store, **compare prices of common items**—like cereal, milk, bread, fruit, or snacks.
- 2 For each item, **calculate the unit price**:
Unit Price = Total Price ÷ Number of Units
(ounces, liters, items, etc.)
- 3 After comparing prices and unit cost, **decide which brand is the best deal**. Consider cost, quality, and convenience.



Pro Tip: Beware of marketing tricks. Stores try to get you to spend more with eye-level placement of more expensive brands, sale signs, larger packages that seem cheaper, bright packaging, or “limited time” offers!

PRICE TRACKER CHALLENGE

A hands-on activity to test your knowledge. Do you think you can find the best deal?

