

## Smart shoppers save with online game

Photo by Phil Jarrett/Index  
Junior Jarrett Anderson clips coupons, which he alphabetizes for use on shopping sprees.

BY ABBEY SNYDER  
Staff Reporter

For entrepreneur Teri Gault, everything in life is a game – including her job.

Gault is the founder of www.thegrocerygame.com, a Web site that provides a weekly list of product prices and advice for members to ensure they get the lowest price.

"This list will show you the sales that are advertised as well as unadvertised sales and ... where to find the coupon and the best savings that are available at your supermarket that week," Gault said. "It's kind of like taking me to the store with you every week because I'm showing you what I'm going to buy at the store that week."

The Grocery Game has a total of 82 weekly lists for stores in every state as well as internationally, and Gault said they track the price of over 10,000 grocery items.

"We look at the sales history and cycles ... to determine the right time to use a coupon and the right time to take advantage of a sale," she said. "So that way, we're saving our members the most money."

Gault said that although there is a \$1.25 a week fee to use the Web site, members usually save anywhere from \$3,000 to \$5,000 a year on groceries.

"There's a lot of money to be saved if you know how to buy properly, which is what we're showing

our members every week with our list," she said.

Gault said members of The Grocery Game often report on the site's message board what they are doing with the money they've saved.

"Maybe they ... paid off their credit card debts or they're buying a house because now they see they can pay their payment or they see that they can pay down their debt," she said. "We hear so many great stories about what people are doing."

People often associate saving money with a reduction in quality, but Gault said that with The Grocery Game, that's not an issue.

"In this case, with groceries, we're not sacrificing anything," Gault said. "We're getting better food, we're getting more of it and we're spending less, so there's no sacrifice to be made."

Hy-Vee is the only store in the Kirksville area that is available through the Grocery Game Web site, and Gault said they chose to include it and not Wal-Mart because their prices are not the lowest.

"[Wal-Mart doesn't] match b.o.g.o.f.s. [buy-one-get-one-free-sales], and they don't match percent-off sales, so right there you lose a lot of savings," she said. "And your sales at Hy-Vee will dip lower than the 'everyday low prices' at Wal-Mart."

Such savings are important to senior Brandi Hass, a 32-year-old commuter student from Edina, MO., who has two children.

"I need to conserve my money," Hass said. "It's just like, whenever I go school shopping or clothes shopping, I go to a place that has a sale."

Hass said she tries hard to be a smart shopper.

"I have my little frequent shopper card, [and] I use the coupons they print out for me at the register," she said.

Hass had never heard of The Grocery Game but said she thinks

it would be worth joining.

"If the price of the service was more than half of what I would save, I probably wouldn't use it," she said. "I think \$1.25 is fair because it's a service."

Brad Neely, manager of store operations at Hy-Vee, said he thinks The Grocery Game provides several advantages for customers.

"There's a benefit in the money, but there's also a benefit in the time because you could go and find the discount on your own," he said. "Here the work is already done."

Neely said he is satisfied with the site because it helps customers have a more enjoyable shopping experience.

"Anything that makes grocery shopping fun or exciting is very positive in my eyes," he said.

According to The Grocery Game Web site, there are five grocery chains in Missouri other than Hy-Vee that are available, including Kroger, Schnucks and CVS.

Gault said those thinking about playing The Grocery Game should do so right away.

"Every week that you don't do it, you're throwing away \$100 to \$150," Gault said. "It's kind of like walking into the grocery store and on your way in there's a \$100 bill on the ground. Do you bother to pick it up? It's that easy."



## Grocery Game creator Teri Gault's tips for winning The Grocery Game:

"Use a coupon with a sale," Gault said. "You don't have to use a coupon on a regularly priced item. You can use it on a sale."

Stockpile: "The best way to save money is ... to buy more than you need," Gault said. "That way, when you need it later, you won't have to pay full price for it. You can stockpile everything except for milk and produce."

Do the math: "It's not always better to buy the bigger package. Usually when you apply a coupon, it changes the math completely, and now the smaller pack is the better value," Gault said.

Source: www.thegrocerygame.com  
Design by Andrea Bailey, Erin Eisenbath and Nick Wilsey/Index

### Around The Ville

#### Four Fine Voices

In this year's first Lyceum Series Event, Tonic Sol-fa, an acapella quartet, will show off its widely-known talent.



7:30 p.m. Tuesday  
Baldwin Hall  
Free tickets available in SAB office in SUB

#### A Day for Blues

Come to the Round Barn for a day of barbecue, drinks and jazz and blues performances by live bands.

3 p.m. Saturday and Sunday  
Round Barn  
\$15 Admission



#### Prayer at the Pole

Join Campus Christian Fellowship on the quad for a student group prayer event.

6:30 a.m to 7:30 p.m.  
Wednesday  
Quad  
Free

