

affording the essentials is essential

In today's economy,
Publix is working hard to help.
In addition to lowering prices
on the groceries you need
most, we're giving you . . .

Simple Strategies for Saving

Thrifty Tips

Stretching a dollar doesn't have to hurt. Here are just a few easy ways to make your money go further.

Use Apron's

Publix Apron's Simple Meals makes it easy to eat at home with your family instead of going out. Pick up recipes in the store or go to publix.com/aprons.



Make the most of it

When you see a sale on ingredients for your family's favorite meals, stock up and enjoy the savings while they're hot.



Dish out the savings

Wait to run your dishwasher until it's full. By scraping dishes well and using the shortest possible cycle, you can save both energy and water. Try skipping the dry cycle and just open the door for evaporation.

Serve it up

Instead of paying extra for individual serving sizes, make them yourself. Pack raisins, carrots, chips, etc. in small plastic containers that can be reused.

Get the advantage

Enjoy special savings on over 1,000 Advantage Buy items every week. We negotiate extra low prices and pass the savings on to you.



'Net the savings

Did you know you can see the Publix weekly ad online? Publix.com/ad also has a feature that lets you easily make a shopping list. So you can plan to save.



Home in on savings

Have a cookout with friends. The ambiance at home is unbeatable, and you don't have to suffer the sticker shock of a restaurant bill.

Treat yourself

Instead of going out to an ice cream parlor, scoop your own sundaes and cones at home. The savings are sweet.

Enjoy the show

Instead of going to the megaplex and paying outrageous prices for snacks and sodas, pop some popcorn at home and watch a movie from the comfort of your couch.



Don't overheat

Preheat your oven only when necessary, for as little time as possible. You can also turn off your oven a few minutes before the end of your cooking time: plenty of heat is retained inside to finish the job.



Be a one-trip wonder

Get your groceries, health and beauty products, pet supplies, and baby care items, all in one stop at Publix.

Make waves

Microwave ovens use less than half the power that conventional ovens do, and cook far more quickly.

Change your bulbs

Compact fluorescent light bulbs use up to 75% less energy and last 8 to 10 times longer than standard bulbs.



Dare to compare

Look at the price-per-ounce or price-per-unit figures on the shelf to quickly find the lowest cost.



Cook ahead

When you have free time, cook up some big batches of your family's favorite foods. Chili, casseroles, and the like can be frozen for easy weeknight meals.

Don't idle

Get an electronic tollbooth pass so you don't have to idle your car in a long line.

BOGO for it.

When you see buy-one-get-one-free deals or other sales on non-perishables or foods that can be frozen, buy in bulk.



Travel right

Whether you're traveling by car or by air, bring your own food. It's healthier, more convenient, and infinitely more economical.

See what you've got

Go through your fridge every week to see what's approaching its expiration date. Freeze what you can't use soon.

Keep a list

When you keep a running grocery list and take it with you to the store, it will keep you from having to make a second trip.



Feel at home when you roam

When traveling, get a room with a kitchenette and save big bucks. For the nearest Publix location, visit publix.com.



Cool it—for less

If your fridge is over 18 years old, a new one will save you at least 35% in energy. And if you get an ENERGY STAR model, you'll save at least 45%.

Freeze, please

Have extra chopped veggies? Or extra meat? Freeze it for later—in stews and soups, or as pizza toppings.

Plan your snacks

Be prepared for when the munchies strike at the office. Instead of hitting the vending machine, be ready with a snack you've packed at home.



Party smart

It's true that a big bash can cost big bucks. But not if you go the potluck route. Invite your friends, designate dishes, and have a delicious time.



Have a pet project

When you find a deal on pet food, stock up. Most dry foods have a year-long shelf life; most canned foods are good for up to two years.

Take stock

If you find yourself with extra veggies in your fridge that are at risk of going unused, turn them into a vegetable soup stock. You can freeze it to use at your convenience.

Collect those coupons

They're not only in the Sunday paper, but on cereal boxes and other packaged products. Keep a lookout, and your scissors ready.

Pick Publix brand

Every time you select Publix brand items, you're getting the quality of the national brand (or better), but paying less.



Cool it

Allow hot foods to cool before putting them in the refrigerator. Otherwise, they'll cause it to use extra energy.

Crock it

With a crock pot, it's easy to come home to an aromatic, ready-to-eat home-cooked dinner. No need to resort to a pricy restaurant meal.



Brown-bag it

When you pack your own lunch instead of going out, you can eat healthfully and save dramatically.



Let the insert guide you

Shop the Publix weekly ad insert to maximize your savings. You can save hundreds of dollars every week!

Think small

Instead of heating up your entire oven or range to cook small portions, use a small electric pan or toaster oven.

Brew it yourself

Make your own coffee at home and save on every cup.



Enjoy the harvest

When fruit is on sale, stock up. You can prepare and freeze it to blend into smoothies at your convenience.