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GROCERY OUTLET OFFERS MONEY-SAVING SCHOOL LUNCH LESSONS

Extreme-Value Grocery Outlet Helps Families Save Money

Berkeley, Calif., Aug. 3, 2009 – American parents will prepare more than 1,200 school lunches over the years during Kindergarten through Fifth Grade alone. Frenzied parents often waste money and time on school lunches, only to find half-eaten sandwiches and hungry bellies when their kids return home from school.

"Back-to-school season brings many extra expenses between school supplies, field trips and uniforms," said Melissa Porter, Grocery Outlet's resident Bargainista. "School lunches are definitely one area in which parents can save money and time with a little planning and creativity."

Grocery Outlet's local **Bargainistas** provide these tips to help parents earn an A+ in school lunch:

- **Involve the kids.** They're more likely to eat a lunch they helped prepare. Create a weekly lunch menu and let them circle their choices. Place healthy menu items (i.e. orange slices, carrot sticks, string cheese, etc.) in the refrigerator produce drawer and let kids choose two or three the night before.
- **Avoid sandwich burn-out.** Swap the bread for a tortilla/wrap to make a fun-to-eat pinwheel. Let kids make cracker sandwiches with pre-cut meat and cheese. A hearty cereal packed in a plastic container with milk from a thermos will be a welcome change. And leftover pizza doesn't require a microwave.
- **Try "extreme value" food outlets** – such as Grocery Outlet. These outlets purchase overstocks and closeouts directly from manufacturers resulting in prices up to 50% less than conventional retailers. (For locations – visit www.groceryoutlet.com)
- **Plan ahead.** Shop from a list so you're less inclined to impulse spend on packaged junk food. Shop your cupboards and leftovers first to avoid duplicate purchases. And be ready to change menu plans according to sales items.
- **Make it fun.** Use cookie cutters (animal, holiday, etc.) for fun-to-eat sandwiches. Stickers always brighten up a plastic bag. You can even write a love note on the banana peel.
- **Single servings are expensive and waste packaging.** Buy items such as yogurt and soup in large containers and stock-up on reusable storage dishes.

About Grocery Outlet

Based in Berkeley, California, Grocery Outlet offers extreme bargains on brand name merchandise, with prices often up to 50% less than conventional retailers. The largest "extreme-value" grocer in the U.S., Grocery Outlet has over 135 locations in Arizona, California, Idaho, Nevada, Oregon & Washington. Grocery Outlet carries refrigerated and frozen foods, fresh produce, organics, dry groceries, beer and wine, health and beauty care, fresh vitamins, household products, toys and gifts. A third-generation family-owned company founded in 1946, Grocery Outlet's mission has always been to provide customers a fun place to find extreme values on name brands they trust. Most stores are independently operated by locally based families. For more information, please visit www.groceryoutlet.com.

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**Editor's Note: The owner/operator from the local Grocery Outlet store is available to interview.*