DAVID ROSENFELD

# The Jewish Way



Smart grocery shopping and everyday household savings

# David Rosenfeld



David Rosenfeld grew up in Buffalo Grove, Illinois, just outside Chicago. In his hardworking Reform Jewish family, comparing prices and planning affordable meals were conversations around the dinner table.

Now 54, David brings those habits to the grocery aisle and the kitchen table. His approach starts with the week you're actually living and the people you want to feed.

# Find your starting point

Start in the grocery aisle or make a plan for meals at home.




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# Keep going

Make what you buy last and keep track of the money you spend.




Make household supplies last 78

Reduce everyday household costs 90

Spend intentionally outside the grocery aisle 102

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# Pick one thing to try



Open to the problem in front of you. If a deal is tempting you, start on page 30. If the fridge is full and dinner still feels hard, start on page 66. If the totals keep surprising you, turn to page 114.

Each lesson includes an everyday example, an action and a note on what else to check. The prices are illustrative. Use the prices, sizes and offer terms you see in your own store.

## TRY IT

Keep one receipt from your next regular trip. It gives you a starting point for whichever idea you put to work.

# Compare the same basket



Use a short basket of things you buy every week to compare stores. Pick the same grade, package size or usable quantity where you can.

### IN PRACTICE

A cheaper carton of eggs can be offset by pricier milk and produce. Compare the total for all three.

### TRY IT

Write your five repeat buys on a note you can reuse.

### SHOPPING & HOUSEHOLD NOTES

Mark any missing staple as a second stop in your comparison. A low total for an incomplete basket can hide a real cost.

# Give each trip a job

Decide whether you are filling the pantry, replacing perishables or picking up tonight’s dinner. Each trip has a different useful basket.



IN PRACTICE

If you only need eggs and apples, a quick stop nearby may cost less overall than a drive across town.

TRY IT

Write the purpose of the trip above the list.

SHOPPING & HOUSEHOLD NOTES

Take a photo of the list before leaving. If you shop with someone else, divide by trip purpose so both people don’t replace the same item.



# Use the shelf label

Find the small unit price on the shelf tag, then make sure the comparison uses the same unit. Weight, volume and count answer different questions.

### IN PRACTICE

A tag per pound and a tag per ounce can’t be compared as printed. One pound contains 16 ounces.

### TRY IT

Circle the unit before you look at the number.

### SHOPPING & HOUSEHOLD NOTES

For canned goods packed in liquid, check whether the recipe calls for drained weight before treating the whole can as usable.

# Do the division

Divide the price by the amount you can use. Keep the units consistent and round only after you compare.



IN PRACTICE

A $4.80 bag of 24 ounces costs 20¢ per ounce. A $3.60 bag of 16 ounces costs 22.5¢ per ounce.

TRY IT

Save the calculation for one staple in your phone.

SHOPPING & HOUSEHOLD NOTES

When prices are displayed per 100 units, multiply your per-unit result by 100 to match the shelf tag.

# Compare produce you'll actually eat

A large bag only pays if enough of it gets eaten. When comparing loose and bagged produce, estimate what will make it to a meal.



## IN PRACTICE

A $5 bag with five usable apples costs $1 per eaten apple. Loose apples at 80¢ each would win.

## TRY IT

Buy the count you can put into lunches.

### SHOPPING & HOUSEHOLD NOTES

Buy loose produce for uncertain weeks and keep a running count of what gets eaten. Compare one bag against that count before switching.

# Make pairs comparable

Compare plain pasta with plain pasta, then decide if a higher-priced ingredient or shape earns its place in the dish.



## IN PRACTICE

A ridged pasta may be worth a little extra for a sauce that clings. For a cold lunch salad, use what you have.

## TRY IT

Identify the ingredient feature the recipe actually needs.

### SHOPPING & HOUSEHOLD NOTES

If the shelf has a cheaper unfamiliar brand, try one package in a familiar dish before buying several.



# Price a usable serving

Packaging can make similar products look larger than they are. Estimate the number of meals or servings that a package provides for your household.

### IN PRACTICE

A $3 loaf that makes six lunches costs 50¢ per lunch for bread. A $4 loaf needs to make at least eight to match it.

### TRY IT

Keep a tally the next time you open a loaf.

### SHOPPING & HOUSEHOLD NOTES

Counting breakfast toast and lunch sandwiches together gives a better estimate of slices used than counting sandwich lunches alone.