

FAMILIES FACE CONTINUED CUT BACKS AS WEEKLY FOOD BILLS SOAR

Submitted by: Ascent PR

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75% of mums say their weekly shopping bill has increased by at least £20 per week

According to a recent survey conducted by Organised Mum (<http://www.organised-mum.co.uk>), providers of organisational tools for busy parents; a startling 75 per cent of mums confirmed that they are spending at least £20 per week more on food shopping due to continued price hikes of many regular grocery items. In fact, 25 per cent of them believe they are actually seeing a crippling increase of at least £40 per week on food bills.

With families really beginning to feel the pinch of the credit crunch, Gordon Brown has already suggested that Britons make cut backs to their weekly shopping in order to deal with the rising cost of food but is it as simple as that? Are people doing enough?

When asked what measures families are taking to cut down weekly food bills, 59 per cent said they are taking greater care when planning meals and are generally trying to buy less, a further 22 per cent said they were buying the same products but have switched to cheaper own-brand versions and 19 per cent have even ditched their favourite supermarket for a cheaper alternative.

Sarah Sadler at Organised Mum (<http://www.organised-mum.co.uk>) comments: "More now than ever, families need to ensure they are getting value for money from what they spend on food each week, but focusing on what you buy is just as important as not over spending in the first place. Our survey has already revealed that people are making changes to the way they shop and that they are prepared to look at different ways of making cut backs if needed. A little bit of good old fashioned organisation and planning can also do wonders for your bank balance".

Sarah Sadler at Organised Mum (<http://www.organised-mum.co.uk>) suggests the following cost-saving tips for your weekly food shop:

- Buy your free range eggs from local farms rather than the supermarket at around 75p for a dozen rather than £1.50 for half a dozen. Eggs are also very versatile and can make a great evening meal for the family.
- Buy your meat from the supermarket 'reduced' cabinets and freeze it for use at a later date.
- Buy a bread making machine where you can make a loaf of bread for around 52p compared with a premium brand at around £1.20 per loaf. You get to wake up to the smell of freshly baked bread and it won't have anywhere near as many preservatives in it, which can only be a good thing.
- Change your lunch habits. Make your sandwiches at home in the morning before you leave for work, or do one single shop at the supermarket on a Monday morning and buy everything you need for your lunch that week. You will still save pounds over buying pre-packed sandwiches every day.
- Look out for special offers at your supermarket, stock up on good deals – but don't be tempted to overspend on something that you didn't need. Stick to your list and only indulge in special offers if

you need or will need the item anyway.

- Take the time to sit down and make a weekly meal plan making sure that you include recipes that will use any food stuffs that are nearing their use-by-date. When making the list ensure that you have considered the week's activities, for example, one of your children may be out at a sleepover and won't require dinner that night. You can then use the meal plan to make a shopping list that makes sure you only buy the food you will need for that week's meals.
- Finally, the golden rules of shopping: don't shop when you are hungry. Inevitably, if you food shop whilst hungry you are more likely to be tempted by the mouth watering delicacies on show.

Organised Mum (<http://www.organised-mum.co.uk>) has designed a range of products that will help you cut down on food costs and keep you organised. The range includes meal and shopping planner lists that you can stick on your fridge. It lays out the seven days of the week where you plan your meals for each day and then allows you to write exactly what you need to buy underneath. By sticking to this list you will be able to save pounds each week, which soon add up over the year.

To view the full list of products, please visit www.organised-mum.co.uk

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About Organised Mum (<http://www.organised-mum.co.uk>): www.organised-mum.co.uk

Organised Mum offers a range of stylish yet practical diaries, calendars, wall planners and organisers for women running busy homes. The company was established by mum of two Sarah Sadler, to provide organisational tools with plenty of writing space to accommodate and plan busy lives. The range also includes clever features and accessories to help even the busiest of families stay organised. A pregnancy and baby range of products is also available to ensure appointments and schedules are not missed, and that special moments are recorded.

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