

How to Save Money on Your Horsemeat- Free Groceries

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Wednesday, 20 February 2013

Following the news of the horsemeat scandal that hit products stocked by several UK supermarket chains, the UK's leading discount site has revealed how the news has affected consumer trends on-site; as well as the best discounts to save people money on their (ideally) horsemeat-free groceries.

Site-data from the UK's leading discount website has revealed how the horsemeat scandal of the past few weeks has affected UK consumer habits when it comes to grocery shopping, revealing how searches for particular grocery retailers has changed throughout the past two weeks.

According to the site data, released by www.MyVoucherCodes.co.uk, searches for grocery retailers found guilty of supplying products containing horsemeat have decreased rapidly throughout the past 2 weeks; with searches for discounts related to 'Tesco' decreasing by 26% over the past 2 weeks, when compared to the monthly average for the same time period over the past 12 months.

In contrast, searches for discounts relating to 'Waitrose' and 'Sainsbury's' have increased throughout the past 2 weeks; jumping by 106% and 55% respectively, when compared to the monthly average of the past 12 months.

To help grocery shoppers around the UK save money on their shopping this month, MyVoucherCodes.co.uk has revealed some of the best supermarket and grocery discounts currently available on the site, with details below:

Retailer: Sainsbury's

Discount: £12 Off First Grocery Online Order Over £60 (<http://www.myvoucherCodes.co.uk/sainsburys>)

Expiry: 03/03/2013

Retailer: Waitrose

Discount: 1/3 Off Seasonal Fish and Seafood at Waitrose (<http://www.myvoucherCodes.co.uk/waitrose>)

Expiry: 28/02/2013

Retailer: Ocado

Discount: £20 Off your First Shop when you Spend £80 (<http://www.myvoucherCodes.co.uk/ocado>)

Expiry: 31/03/2013

Retailer: Tesco

Discount: £12 Off £60 Spend for New Customers at Tesco Grocery (<http://www.myvoucherCodes.co.uk/tesco>)

Expiry: 28/02/2013

Retailer: Marks and Spencer

Discount: Free Nominated Delivery on Orders Over £150

(<http://www.myvoucherCodes.co.uk/discounts/Marks+and+Spencer>)

Expiry: 28/02/2013

Mark Pearson, Chairman of MyVoucherCodes.co.uk, commented on the discounts:

“Food shopping is always going to be an expensive part of the household budget and with the horsemeat scandal, people now probably feel like they have to pay even more attention to what they eat. We always have some great savings to help you save the pennies wherever possible- just make sure you’re not splashing your cash on any mystery meat!”