

Sneaky ways supermarkets get you to buy more (often junk) food

Supermarkets give out “free” samples. Samples whet your appetite and spur food purchases.

Supermarkets use end caps (end of aisle displays) to get you to buy more. They prompt you to see and buy products that you otherwise would ignore.

Supermarkets place candy, soda and chips in displays along the perimeter of the store. They know traffic is lighter in the center aisles, meaning that some shoppers skip the soda or candy aisle altogether.

Supermarket bakeries make the whole store smell good. They know the scent of baking bread or cupcakes can get you to buy more.

Supermarkets spur impulse buys of candy and soda by pushing them at checkout. Everyone has to pass through and spend time in the checkout area.

Supermarkets pair products together. This placement technique puts tempting products in your path. Looking at strawberries? Supermarkets use berry season to cross-promote shortcakes and whipped cream. More examples: chips and soda; pasta and Parmesan cheese.



To learn more, visit:
cspinet.org/healthycheckout

Smart shopping tips:

- **Shop in the morning** when you're less likely to be tired, overwhelmed or distracted. Willpower is like a muscle that fatigues with use.
- **Plan the week's meals** before going to the supermarket. Make a list of what you need, and stick to your list.
- **Look for a bare checkout aisle, or distract yourself while in line.** Self-checkout may have less junk food and the lines may go faster.
- **Ask your supermarket to adopt healthy checkout.** Talk to the store manager, call the store's 800 number, or tweet at the company.