



London
InterCommunity
Health Centre

Stretching Your Food Dollars

**A Guide to London Food
Supports and Saving Money
at the Grocery Store**



2nd Edition

How to use this booklet

The Stretching Your Food Dollars booklet was created in June 2023 by Registered Dietitians in collaboration with a Dietetic Intern at London Intercommunity Health Centre. The second edition was created in January 2025.

If you are someone who is looking to:

Stretch your food dollar
 Save money at the grocery store
 Access food supports in the London area
 Eat well on a budget

Then this booklet may be beneficial for you.

You do not have to use all the information in this booklet - feel free to pick and choose the tips that are helpful for you.

If you have questions or comments about any information included in this booklet or would like additional support, please feel free to reach out to us at any of our three locations.

Dundas

695 Dundas Street
 London, ON
 N5W 2Z1
 (519) 660-0874

Argyle

1700 Dundas St Unit 1
 London, ON
 N5W 3C9
 (519) 660-5853

Huron

1355 Huron St Unit 7
 London, ON
 N5V 1R9
 (519) 659-6399



Table of Contents

Price Matching.....	4
Rain Check.....	6
Money Saving Apps.....	7
Produce Delivery Programs.....	9
Hospitality Meals and Food Banks.....	11
211 Ontario.....	12
Meals on Wheels.....	13
BGC Meal Delivery.....	14
Other Money Saving Tips.....	15
• Scanning code of practice	
• Buying foods using the unit price	
• Choosing off-brands	
• Loyalty programs	
• Seniors and student discount days	



Price Matching

What is price matching?

Price matching is a policy set by some retailers that stipulates if you find the same item at a lower cost, they'll match or beat the price.



What grocery stores in London price match?

Real Canadian Superstore



Price Matches: Food Basics, Freshco, Giant Tiger, Loblaws, Metro, No Frills, Shoppers, Sobey's, & Walmart.

FreshCo



Price Matches: Food Basics, No Frills, Real Canadian Superstore, & Walmart.

No Frills



Price Matches: Food Basics, Freshco, Great Canadian Superstore, Loblaws, Metro, Sobey's, & Walmart.

Price Matching

How does price matching work?



Great Canadian Superstore will match prices if you show a lower advertised price from a major supermarket competitor on any identical item, up to a limit of four (4) units per item during the effective dates of that competitor's advertisement.



FreshCo offers a lowest price guarantee, meaning that if a supermarket competitor offers a lower price on an item carried in store, FreshCo will sell the item for one cent less than the competitor's advertised price.



No Frills will price match any advertised products from a major supermarket competitor in the same area.

Note: When price matching, it is important to ensure that you are price matching an identical item to receive the deal. You must bring proof of the lower price in the form of a print, digital or online flyer to the cashier. Individual store policies may vary.

For more information:

<https://www.realcanadiansuperstore.ca/admatch>

<https://freshco.com/faq/>

<https://www.nofrills.ca/wont-be-beat>

Rain Check

What are rain checks?

Rain checks are given out by stores to honour a sale price if sold out. You have 14-30 days to redeem the rain check depending on store policy.



What grocery stores in London give rain checks?

Real Canadian Superstore



Provides sale price on an item not in stock. You must redeem the rain check within 14 days.

Food Basics



If an advertised item is not in stock, they will provide a rain check for the sale price plus 10% off.

No Frills



They will provide a rain check for a current flyer deal if sold out, plus give 10% back in PC Optimum points.

Money Saving Apps

Flipp & Reebee



Flipp and Reebee are apps that provides latest weekly ads, deals, and coupons from local grocery stores.

Participating stores in London:

- Sobeys
- NoFrills
- Metro
- Farmboy
- Loblaws
- Food Basics
- Walmart
- Foodland
- CostCo
- M&M
- Bulk Barn
- Giant Tiger
- Superstore
- Shoppers Drug Mart
- United Supermarket
- Independent Grocer

FlashFood

Shoppers can use the FlashFood app on their phone to see what food has been discounted as it is nearing its best before date, pay for the items, and then pick them up in the FlashFood "zone" of their participating store.

Participating stores in London:

- Loblaws Fanshawe Market – 1740 Richmond Street North
- Loblaws Wonderland Market – 3040 Wonderland Road South
- Brent & Jennies No Frills London – 960 Hamilton Road
- Darryll Tracys No Frills London – 1275 Highbury Ave
- Garys No Frills London – 7 Baseline Road East
- Masse's No Frills – 925 Southdale Road West
- Phil's No Frills London – 1925 Dundas Street West Argyle Mall
- Rob & Rachael's No Frills – 635 Southdale Road East
- Robert Traceys No Frills London – 599 Fanshawe Park Road West
- Gammage Superstore Oxford East – 825 Oxford Street East
- Superstore Oakridge – 1205 Oxford Street West
- Drew's YIG - 234 Oxford Street East

Money Saving Apps

Food Keeper



The Food Keeper app helps you find storage times for common foods in your pantry, fridge and freezer. You can set calendar reminders to use up food before the best before date to reduce wasting food and money. There are also cooking tips to help keep your foods safe.

Too Good To Go



The Too Good To Go app is a place where restaurants and grocery stores list food items for a discounted price that are unlikely to sell before the end of the day. Sometimes the specific food items available are listed, but sometimes a “surprise bag” with an assortment of items is listed for sale. The listings are updates daily with new food items.

Checkout 51



Checkout 51 is an app that allows you to get Cash Back when you shop at participating grocery stores in Canada. After buying products, you upload a picture of your receipt to the app. When your account balance reaches \$20, you can cash out and they will mail you a check.

Participating stores in Canada:

- Sobeys
- Metro
- Farm Boy
- Loblaws
- Food Basics
- Walmart
- CostCo
- Bulk Barn
- Dollarama

Money Saving Apps

Food Hero



Shoppers can use the Food Hero app on their phone to see what food has been discounted as it is nearing its best before date, pay for the items, and then pick them up in the Food Hero "zone" of the nearest Sobeys location. Discounted food items are added every day at 10 a.m. and 3:30 p.m. Sobeys is currently the only participating grocery store in London and area on the Food Hero app.

Flyer Meal Plans



Flyer Meals Plans can be accessed through Facebook, Instagram, TikTok, or Gmail and provides information on how to plan budget-friendly meals each week using the sales in weekly flyers. The posts are updated weekly on Saturday mornings at 9am for Food Basics and No frills flyers.

The recipes included in the meal plans are based on servings for 4 people, but do not include pantry staples like oil, herbs, spices, mayo, flour, milk, and other condiments.

Discussions on recipe modifications, what to do with unused portions, links to recipes, points deals, and additional ways to save are also included in posts and comment sections.

Website: <https://linktr.ee/flyermealplans>

Produce Programs

Odd Bunch odd bunch

Odd Bunch is a delivery service for that sources a variety of perfectly imperfect fruits and vegetables from local farms and distributors. Customers can choose the box that best fits their needs and the food will be delivered to your door. See FAQ on website.

Website: <https://www.oddbunch.ca/>

Phone: (548) 388-8704

Good Food Box

The London Good Food Box is a program of London's Child and Youth Network which distributes low-cost boxes of vegetables and fruit once a month in neighbourhoods across London. For \$14, you will receive \$20-22 worth of fresh produce, as well as healthy tips for preserving and preparing your fruits and vegetables. Orders and payments are generally due one week in advance of pick-up and pick-ups are scheduled for end of the month. Each location may have it's own dates for payment/pick up. There are 18 locations in London participating. See FAQ on website.

Website: <https://www.gccrc.ca/goodfoodbox>

Hospitality Meals and Food Banks

London Food Bank Resources

Link to meal calendar and food banks lists (updated monthly)

https://www.informationlondon.ca/31/meal_calendar_food_bank_list/

List of community food programs in London and Middlesex

<https://www.southwesthealthline.ca/listservices.aspx?id=10572>

Map of community food bank locations



https://www.google.com/maps/d/u/0/viewer?mid=134co_Aci1dcmlOSC9abWSx_yKXu6N5w&ll=43.030253285117674%2C-81.3949675&z=11

Note: Frequency of food bank access

London Food Bank - Individuals and families are allowed to visit for help once a month (every 30 days).

211 Ontario



211 Ontario is a free and confidential resource that connects individuals to services, programs, food banks, and community supports.

Search by topic online to see the types of programs and services that exist in your area (by postal code). Food programs and services available include:

- Cooking classes and facilities
- Food access for seniors/people with disabilities
- Food banks and referrals
- Food delivery services
- Food for special dietary needs
- Free/low cost meals
- Grocery stores, fresh food and producers
- Grow/pick your own food
- Infant formula/baby food

Website link: <https://211ontario.ca/211-topics/food/>

To contact, call or text 2-1-1, email gethelp@211ontario.ca, or visit the live chat at <https://211ontario.ca/chat/> for support.

Meals on Wheels



Meals on Wheels (MOW) delivers nutritious and affordable meals to seniors, those with disabilities, and those who need special dietary planning and assistance.

How does Meals on Wheels work?

- Fresh and frozen meal options available.
- Daily meals are delivered Monday to Friday from 11:00 am-1:30 pm.
- Weekend meals are delivered chilled on Friday. Frozen meal delivery is usually Thursday morning.
- The minimum order on registration is either five daily meals or one package of seven frozen meals.
- Clients are billed monthly (online or over the phone).
- No long-term contract is required.
- Subsidized meal prices available with proof of income.

Brochure and Service Booklet:

<https://mowl.ca/meals-on-wheels/>

How to register:

Call (519) 660-1430 or visit mowl.ca

BGC Meal Delivery



Boys & Girls Club
of London

The Boys and Girls Club (BGC) of London provides a 18 different nutritious and affordable frozen entree options available for pickup and delivery.

How does BGC meal delivery work?

- Frozen meal entrees available for online order.
- Price: \$8.50 each serving with additional flat rate fee of \$5.00 for a minimum order of 6 meals or more to one local address.
- Payment can be made online or over the phone. Exact cash is accepted at pickup.
- Curbside pickup also available.
- Accommodates dietary restrictions (i.e. vegetarian, vegan, gluten-free and dairy-free).

Website to Order:

<https://form.jotform.com/BGCL/Frozen>

Other Money Saving Tips

Scanning code of practice

The Scanning Code of Practice (SCOP) is a voluntary code that allows you to get a discount if an item you are buying is scanned incorrectly.

If a participating retailer scans an item at checkout, and the price appears higher than the advertised price or the price that is displayed in the store, you can get a discount on the item you are buying. For example, if the item you are buying has an advertised price of \$19.99 and it scans as \$20.00, you can get a discount.

All grocery stores in Canada must participate in the scanning code of practice.

According to the SCOP:

- If an item that was incorrectly scanned costs \$10 or less, you can get this product for free.
- If an item that was incorrectly scanned costs \$10 or more, you can get a discount of \$10.

For more information, visit:

<https://www.retailcouncil.org/scanner-price-accuracy-code/>



Other Money Saving Tips

Buying foods using the unit price

What is unit price?

Unit pricing tells you how much you're paying per basic unit of the item you're buying. If you're buying paper towels, the unit price is the price per square foot. For toilet paper, the unit price might be the price per sheet. For canned goods, it might be the price per ounce.


How do I find the unit price of an item?

To find the unit price of an item, look on the tag for the item on the grocery store shelf. Not sure exactly what you're looking for on the tag itself? Take a look at the red highlighted section of the food label below.



Retail/shelf price
\$5.99

Unit price
\$1.50 per 100g



Other Money Saving Tips

Buying foods using the unit price

How can using the unit price help me save money?

By buying products with a cheaper unit price, you are choosing the product that is the better value per unit of product which will save you money in the long-term.

How can I calculate unit price at the grocery store?

To calculate unit price, divide the retail/shelf price by the number of units of the item. For example, to find the unit price of a 12 ounce can of soup that costs \$2.40, divide \$2.40 by 12 ounces, to get unit price of soup as \$0.20 per ounce.



Retail price: \$2.40

Size of can (units): 12 oz

\$2.40

12 oz

=

\$0.20 per oz

You can also download a unit price calculator app from the App Store or Google Play:

- <https://apps.apple.com/us/app/unit-price-calculator/id539321760>
- https://play.google.com/store/apps/details?id=com.unitpricecalculator&hl=en_CA&gl=US&pli=1

Other Money Saving Tips

Choosing store-brands

Choosing generic, store-brands at the grocery store can help you save money as store-brands are typically cheaper than brand name products and still very high quality.

Some examples of generic brands to purchase at the grocery store include:



Formerly "Sensations"



Other Money Saving Tips

Loyalty programs

Loyalty programs allow companies to offer points or benefits to customers. In return, they can redeem points for discounts, free products, rewards, or insider perks.

PC Optimum



The PC Optimum program allows you to collect and redeem points when shopping major grocery stores.

Participating grocery stores: Loblaws, No Frills, Real Canadian Superstore, Fortinos, Independent, Valu-Mart and Zehrs.

Scene+



Scene+ allows you to collect and redeem points at participating stores and Cineplex theatres in Ontario.

Participating grocery stores: Sobeys, Safeway, Foodland, FreshCo, Thrifty Foods, IGA and Rachelle Béry.

Moi Rewards



Moi Rewards allows you to earn and redeem points at participating locations. It also offers personalized coupons and weekly offers through the participating store app.

Participating grocery stores: Metro, Food Basics

Other Money Saving Tips

Seniors and student days

Many stores in the London are hold seniors days and student days where discounts are provided for individuals 65+ or students.

Seniors discount days in London:

- **Bulk Barn:** Offers a 10% discount to all seniors every Wednesday (65+)
- **M & M Meats:** Offers 5% on Tuesdays - 10% if you spend more than \$30
- **Shoppers Drug Mart:** Seniors save 20% every Thursday

Student discount days in London:

Seven main grocery stores in London offer a 10% off student discount on Tuesdays, including:

- Sobeys
- Loblaws
- Valu-mart
- Real Canadian Superstore
- United
- Metro
- Food Basics

United Supermarket also offers student discounts every Wednesday and Metro has student discounts on Wednesday and Thursday.