
New Hampshire
*Department of Agriculture,
Markets & Food*

Granite State Home & Garden
Immediate Release

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Smart Shoppers Look for Unit Pricing

By

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Don't you hate going into a store to pick up a gallon of milk and can't find the price anywhere? You have to go up to the clerk and hope that he/she will give you the correct price. It's pretty difficult to compare value without a posted price. This should not be the case in New Hampshire.

New Hampshire is one of 19 states that have unit pricing laws or rules in force. State law requires that grocery stores (including convenience stores) must price individual food items or have a shelf tag with unit price information. This will enable a customer to choose without being confused at what the best price value is.

Another potentially confusing issue is the term "value pack", "economy size", "bargain pack", etc. These terms imply that a price advantage is accorded the purchaser by reason of the size of that package or the quantity of its contents. This is not always the case. Compare unit prices to ensure that you are getting the best value.

Finally, remember that bigger is not always better. A larger size container or package does not always mean a better buy. There is a term known as "quantity surcharging". For example, most tuna fish in the six ounce cans have a significantly lower unit price than the next larger size cans. This may also be the case for ketchup, cereals, laundry detergents and many other popular commodities.

If saving money is important to you, compare unit prices. Also, if you are finding that your store does not post the prices of their food items, please inform the Division of Weights and Measures. Contact Richard P. Cote, Division of Weights and Measures, at 271-3700 or rcote@agr.state.nh.us. Visit www.agriculture.nh.gov.

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