



## A Year of Couponing: What Goes on Sale and When

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*The following are my observations from three years spent as a couponer and bargain blogger. These are to be taken as "best guesses" based on past trends and not promises. Please note that some of what I share may be based on regional deals (Seattle/Tacoma, WA area). I encourage you to add your own notes in as we move through the year.*

*You may also be interested to watch my webcasts: 2011 in Review and 2010 in Review.*

### JANUARY

**Themes:** New Year's Resolutions; weight-loss; health & fitness; home organization & cleaning, Superbowl

**Items I predict will go on sale:** vitamins/weight-loss supplements, smoking cessation helps, organizers (watch Target & Fred Meyer), cleaning supplies, bagged salads (first of the month these should be around \$1), oatmeal & pancake mix – middle - end of month (National Oatmeal month) and also early Feb, cold remedies, soup & chili, organic products, Chinese food ingredients (Chinese New Year is early Feb), cocoa, tea, clementine oranges, whole fryer chicken

**Brands/Promos to watch:** P&G (particularly start of the month & at Albertsons), Tide, Olay (watch for rebates), Quaker, Cream of Wheat, Vicks, Theraflu, Nabisco, Kraft, Mission, Dannon, General Mills, organic & healthy brands, Kellogg's, Slim Fast, Kashi, Athenos, Target toy clearance sale, Old Navy clearance, Shell gas station has offered B1G1 ski passes with gas fill-up

**Your notes:**

### FEBRUARY

**Themes:** Superbowl, Valentine's Day

**Items I predict will go on sale:** oatmeal (cont. from Jan), frozen pizza, chips & salsa, Mexican inspired ingredients, ground beef, ribs, sausage, canned soup & chili, cleaning supplies, pasta & pasta sauce, whole fryer chicken, appetizers, pop, cold remedies, Entertainment Book discounts, bagged candy, asparagus

**Brands/Promos to watch:** Grand Slam breakfast at Denny's, Free Pretzel at Auntie Annie's, Superbowl freebies (Dockers free pants in 2010), P&G offered free coupon booklets via Facebook in 2011, Safeway released a hot frozen food coupon booklet, QFC had a strong sale mid-month that "doubled your savings" (instant + Catalina)

**Your notes:**

## MARCH

**Themes:** Frozen Food Month, St Patrick's Day, National Frozen Food Month, Easter, Spring Cleaning

**Items I predict will go on sale:** cereal, baking items, condensed milk, gravy, cream cheese, butter, eggs, cold remedies (these will start slowing down now), corned beef, frozen food of all kinds (potatoes, vegetables, pizza), seafood (for those observing Lent), bagged candy for Easter, pistachios, ice cream, cleaning supplies

**Brands/Promos to watch:** Post, Kellogg's, Propel, Gatorade, Annie's (\$0.49 at QFC in March 2011), Free pancake IHOP for National Pancake Day, strong frozen food deals at Top Foods, Walgreens had a Friends & Family sale end of month (3/31/11), Cost Plus World Market had a BOGO Coffee sale (3/30/11)

**Your notes:**

## APRIL

**Themes:** Tax Day, Easter, Earth Day, Early Gardening

**Items I predict will go on sale:** gardening/plant sales, ham, eggs, soup, baking items, organic & healthy items (for Earth Day), eco-friendly products, ham (\$1.99/lb seems a good price), oranges (Safeway had a strong sale), cereal (watch QFC), first strawberry deals

**Brands/Promos to watch:** watch for Earth Day freebies (energy-saving lightbulbs, reusable shopping bags, plants), National Parks Week (free entrance?), Safeway's "Living Well" promotion (heavy on organic & healthy living items), Seventh Generation, 31-cent scoop night at Baskin Robbins, Target free reusable bag for Earth Day, Free Fuchsia event at Fred Meyer

**Your notes:**

## MAY

**Themes:** Gardening, “First BBQs,” Mother’s Day, Cinco de Mayo, Memorial Day, Farmer's Markets/Farms

**Items I predict will go on sale:** BBQ sauce, ribs, ground beef, razors, shaving gel, first summer produce (such as watermelon and strawberries), ice cream, hot dogs, Mexican food ingredients (tortillas, enchilada sauce, taco seasoning, salsa, etc), milk, eggs, cheese, sunscreen & bug repellent, pasta & pasta sauce, juice (Safeway had a strong deal on Welch's early May)

**Brands/Promos to watch:** Kraft, Kellogg’s, Mission, Annual Stamp out Hunger drive, swimming diapers - particularly Huggies, Fred Meyer Founder's Day Sale (early May), Fred Meyer also had a Memorial Day doorbuster sale, McLendon had a plant sale (other nurseries may do something similar)

**Your notes:**

## JUNE

**Themes:** Gardening, BBQ, Father’s Day

**Items I predict will go on sale:** BBQ sauce, hot dogs, condiments (mustard, ketchup) ribs, ground beef, razors, shaving gel, Mexican food ingredients, summer produce (esp grapes), cheese, peaches, mayonnaise, steak sauce

**Brands/Promos to watch:** Kraft, ConAgra (promotions at Albertsons), Band-aid, Neosporin, Schick, Kids Bowl Free, Albertsons had a strong gift card promotion, General Mills (Albertsons had a strong Catalina producing free milk coupons)

**Your notes:**

## JULY

**Themes:** BBQ, Back to School, 4<sup>th</sup> of July, U-Pick Berries/Farm emphasis

**Items I predict will go on sale:** BBQ sauce, ribs, ground beef, hot dogs, ice cream, mayonnaise, bottled water, tuna fish, razors, party foods, charcoal, school supplies (some of the best deals start in early July), cherries

**Brands/Promos to watch:** Kraft (particularly cheese), Kellogg's, Gatorade possibly Olay, Cheerios, Target toy clearance, Free slurpee at 7/11 on 7/11, Babies 'R Us had a \$5 diaper sale (2011), Old Navy had summer clearance to 75% off

**Your notes:**

## AUGUST

**Themes:** Back to School, end of Summer

**Items I predict will go on sale:** last of BBQ items (including hot dogs, condiments, BBQ sauce), ice cream, cheese (especially Kraft!), back to school foods (such as peanut butter & jelly, fruit snacks, and fruit drinks), pasta and pasta sauce, school supplies continue throughout the month, Mexican food items were on sale in 2011

**Brands/Promos to watch:** Quaker, Kraft (including Oscar Mayer), Band-aid, Neosporin, Kellogg's (watch for rebates), Keebler, Old El Paso, Ortega, Skippy, Betty Crocker, patio furniture/summer clearance, Brown Bear's Annual Free Car Wash Day, Fred Meyer had a hot Friends & Family sale, QFC put out strong mailer coupons

**Your notes:**

## SEPTEMBER

**Themes:** Back to School, Fall Cleaning, Harvest

**Items I predict will go on sale:** soup and chili, first of the baking/cooking items, granola bars, fruit snacks, pasta & pasta sauce, hot dogs, frozen food items (such as pizza), home fragrance, cleaning & organizing, apples, whole fryer chicken, peanut butter (early in the month)

**Brands/Promos to watch:** Hasbro may start releasing toy/games coupons (true of 2010 and 2011), Campbell's (their online coupon values were better than inserts), Glade (releasing fall/holiday scents), Restaurant.com had a 90% off sale

**Your notes:**

## OCTOBER

**Themes:** Halloween, Harvest

**Items I predict will go on sale:** bagged candy (best deals were at the start of the month), oatmeal & breakfast items, pancake mix, apples, cooking & baking items (we saw some good yeast & flour deals in 2011), start of cold & flu medicines (Rite Aid kicked off some strong rebates), photo deals

**Brands/Promos to watch:** Halls, McCormick, Nabisco, Campbell's, Quaker, Nestle, Blue Diamond (had strong Catalina), Odwalla, several stores offered strong gas rewards for buying gift cards, IHOP offered free "Scary Face" pancake, Starbucks had a Catalina running in grocery stores, QFC had daily deal coupons

**Your notes:**

## NOVEMBER

**Themes:** Thanksgiving, Holidays, Black Friday/Cyber Monday

**Items I predict will go on sale:** holiday cooking & baking items of all kinds (including canned vegetables, canned tomatoes, broth, organic broth (the best deals were found on 32 oz organic broth in 2011), cooking soups, canned cranberry sauce, canned pumpkin, stuffing mix, canned fruit (particularly pineapple), flour, condensed milk, jarred gravy), canned fruit, soda 2-liters, cocoa, tea, coffee, batteries (though stronger in December), photo deals, turkey (best deals seemed to offer at about \$0.29/lb + grocery purchase), butter (which can be frozen)

**Brands/Promos to watch:** Campbell's, Dole, Challenge, Swanson, Imagine, Oregon Chai, Amazon (for online holiday shopping), Quaker, Del Monte, McCormick, Pepperidge Farm, Nabisco, Keebler (lots of coupon booklets found in stores), Ziploc, WinCo offered to beat area store prices on select holiday items, Cost Plus World Market had a BOGO Coffee sale (11/30/11), Fred Meyer had a Friends & Family sale, first of the strong Entertainment Book deals for the New Year, Starbucks had buy one, get one free holiday drinks

**Your notes:**

## DECEMBER

**Themes:** Holidays/Christmas, New Year

**Items I predict will go on sale:** some holiday/baking item sales will continue (though not as strong as in November), batteries (hottest deals we'll see all year), photo deals, toys (Amazon and watch Fred Meyer if you're local!), Satsuma oranges, cough/cold remedies, right after Christmas watch for clearance sales and deals on organizational items, crackers and cookies, soda 2-liter, egg nog (price seems to drop as month draws to an end), food storage

**Brands/Promos to watch:** Chex (best month to buy), Vicks, Pepperidge Farm, Nabisco, Keebler, Domino's offered a free year of ShopRunner through their Facebook page, Sonicare, Restaurant.com offered a 90% off sale

**Your notes:**

## YEAR ROUND

Some deals seem to repeat themselves throughout the months and seasons. Why am I pointing these out? Because some you may not need to worry about stockpiling as much – knowing another sale is likely to come.

Yogurt  
Coffee  
Razors  
Diapers (although some deals are better than others!)  
Shampoo  
Deodorant  
Body Wash  
Body Lotion  
Cosmetics  
Toothcare (particularly toothpaste)

**Your notes:**

*The best way to get free notifications of current deals at the stores and online? Follow me at [www.thecouponproject.com!](http://www.thecouponproject.com!)*