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OCTOBER 2022 WEEKLY READER #3

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Grab a pencil and piece of paper. How many words can you make using the letters in "Candy Bars" We found 39!



October Birthdays

- 22 Shirley Reese
- 23 Don Cox
- 24 Donna Cox
- 29 Dick Moore
- 31 Steve Maxwell



October:

- Flower:** calendula(marigold).
- Birthstone:** tourmaline and opal.
- Zodiac Signs:** Libra (until October 22) and Scorpio (from October 23 onwards)

Shrinkflation also known as package downsizing, is the process of items shrinking in size or quantity, or even sometimes reformulating or reducing quality, while their prices remain the same or increase.

The term shrinkflation describes brands selling smaller amounts of product for the same price as before. It's a sneaky way for brands to hide growing prices.

From toilet paper to candy bars, companies hide rising costs by shrinking the size of everyday products. Consumer advocates are critical of shrinkflation because it has the effect of reducing product value by "stealth". The reduction in package size is sufficiently small as not to be immediately obvious to regular consumers. An unchanged price means that consumers are not alerted to the higher unit price. Many examples of this "fooling" of consumers dates back to 2008 or earlier and not just recently, though currently it is more prevalent.

This phenomenon was already happening before the coronavirus pandemic, but is set to get worse as inflation persists, pushing up how much manufacturers and retailers pay for both raw materials and labor. Prices of consumer goods are increasing at the fastest rate in 40 years.

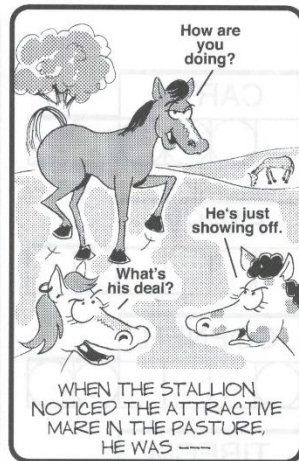
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TMRC Daylight Chapter #1145

- **Next Stated meeting - October 24th at 1:30 pm**

Unscramble these four Jumbles, one letter to each square, to form four ordinary words.

G R E T I
 F E H T T
 O K E R I O
 L E T O T U



Now arrange the circled letters to form the surprise answer, as suggested by the above cartoon.

Print answer here

We have a new member, Kay Armstrong

LESS FOR YOUR DOLLAR

T	I	H	Z	I	P	L	O	C	B	A	G	S	L
O	T	P	R	I	N	G	L	E	S	T	N	C	G
F	R	E	T	A	V	F	E	B	R	E	Z	E	R
L	T	W	H	E	A	T	T	H	I	N	S	E	E
A	Q	U	A	K	E	R	O	A	T	S	S	E	E
E	Z	R	O	T	I	M	D	S	R	A	T	F	S
R	D	C	C	T	N	D	A	O	O	R	R	F	E
E	R	A	H	E	P	E	O	E	R	D	O	O	S
C	O	D	R	E	S	E	G	V	R	I	F	C	C
E	U	L	L	O	R	L	K	R	E	C	T	G	U
F	B	E	K	B	T	R	E	E	E	S	E	O	P
I	C	S	T	R	R	A	I	E	S	T	O	C	S
L	S	O	T	I	R	F	G	O	S	N	E	A	I
E	F	C	A	T	F	O	O	D	S	E	I	D	P

- QUAKER OATS
- WHEAT THINS
- DOVE SOAP
- CHERRIOS
- FRITOS
- DORITOS
- LIFE CEREAL
- FEBREZE
- ZIPLOC BAGS
- REESES CUPS
- PRINGLES
- CAT FOOD
- COFFEE
- ICE CREAM
- DETERGENT
- GATORADE

(con'td)

Ingredients and manufacturing are getting more expensive amid soaring inflation, and it usually results in two things: higher prices or smaller-sized products. Consumer food prices have jumped 10.9% over the past year, according to data from the Bureau of Labor Statistics – the biggest 12-month increase since 1979. Margarine, coffee, soup, and eggs are among the worst-hit food items, per the BLS data. Egg prices have increased nearly 40%.

Some companies don't want to hike prices, though, in case this deters shoppers. Instead, they're maintaining a similar price point by subtly making their products smaller. This includes making candy bars sold in multipacks smaller than ones being sold individually, or changing the shape of their products so you can barely notice the difference in weight.

But customers are starting to notice.

Some examples:

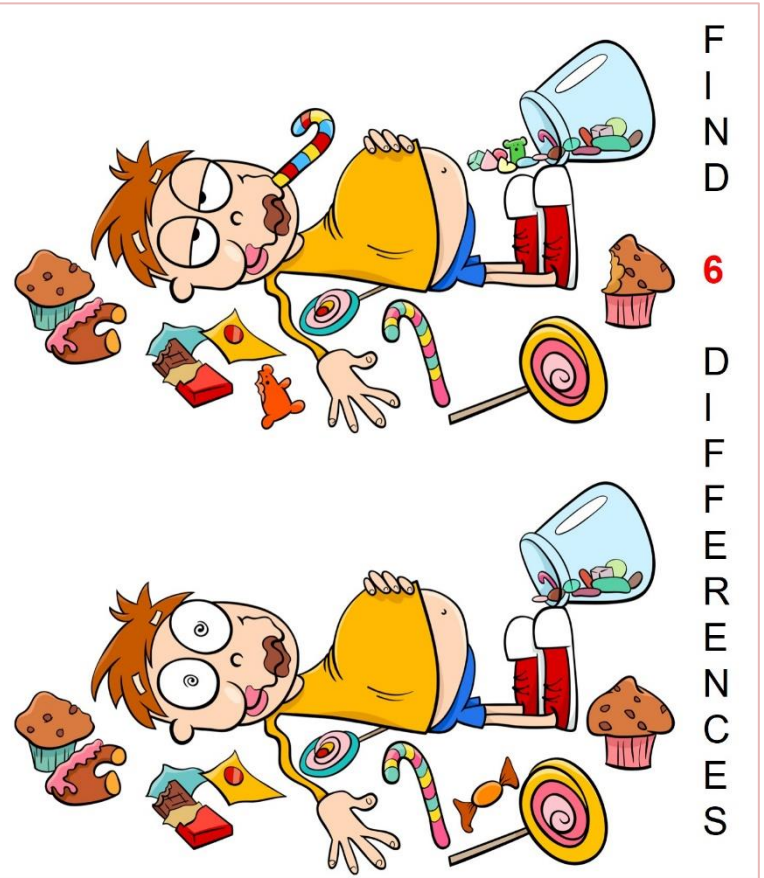
In 2010, Coffee sold in 1lb (453.6g) bags shrank to 400g or smaller in the 1980s

Tetley tea bags were sold in boxes of 88 instead of 100.

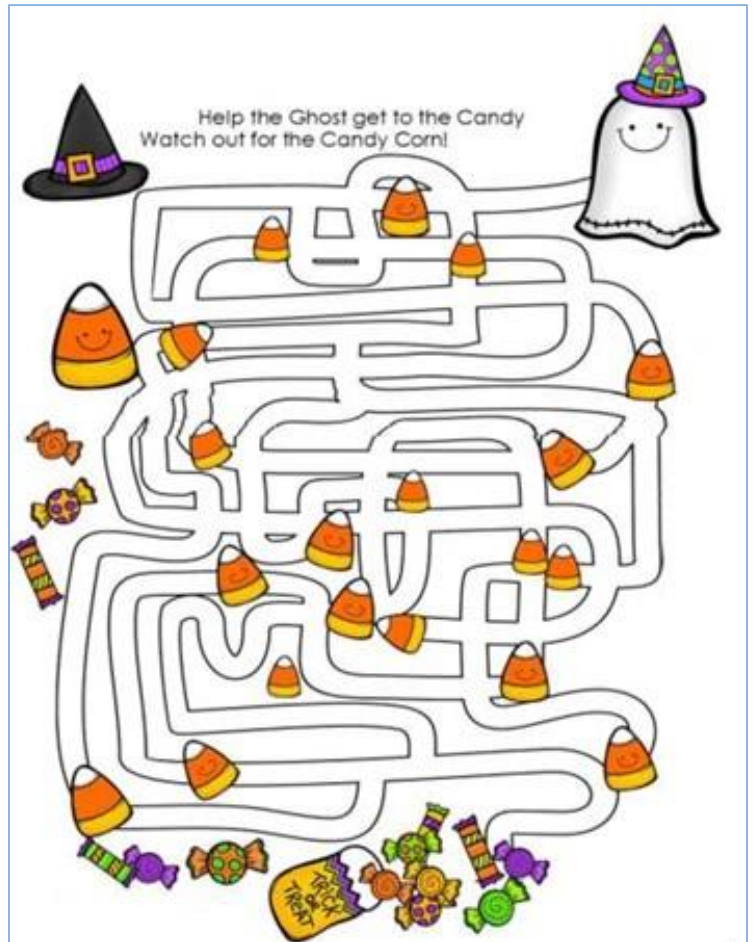
In 2021, General Mills shrunk their family-sized boxes of cereal down from 19.3 ounces to 18.1 ounces. That means the unit cost per ounce of the product has increased, but for the consumer, the average price in the United States remained \$2.99 and the amount of cereal in the box looks pretty much the same to the consumer.

In 2022, Procter & Gamble reduced the number of double-ply sheets per roll from 264 to 244 sheets in the 18-count mega package.

- Frito-Lay shrank bags of some of its Dorito's from 9.75 ounces to 9.25 ounces.
- Gatorade redesigned its 32 ounces bottle to be "more aerodynamic and it's easier to grab," a representative told Quartz in March. The new design holds 28 ounces – a 14% drop, despite both bottles being the same height.
- Burger King reduced the number of chicken nuggets in its \$4.49 meals from 10 pieces to eight.
- Walmart Great Value Paper Towels dropped from 168 sheets per roll to only 120, while the price stayed the same.
- General Mills shrunk its "family size" boxes from 19.3 ounces to 18.1 ounces – a drop of nearly 10%.
- Bounty Triples reduced sheet count from 165 sheets to 147.
- Cadbury changed the shape of its famous Dairy Milk bars in 2013 – and changed the size of them, too. The individual pieces now have rounded edges and contain nearly 10% less chocolate than before.
- Folgers reduced its 51-ounce container down to 43.5 ounces,
- Pantene Pro-V Curl Perfection conditioner from 12 fluid ounces down to 10.4 while the price stayed the same.



F
I
N
D
6
D
I
F
F
E
R
E
N
C
E
S



Jumble answers: TIGER, THEFT, ROOKIE, OUTLET - HOT TO TROT