

Let's Go Shopping

Let's do some shopping using the unit-price label. Compare the two unit-price labels below.

Unit Price 13¢ per oz.	
	Total Price \$3.12 24 oz.
Snappy Rice	

Unit Price 20¢ per oz.	
	Total Price \$2.40 12 oz.
Crackly Rice	

Look at the unit price. Snappy Rice costs 13¢ per ounce and Crackly Rice costs 20¢ per ounce. That means if you buy Snappy Rice instead of Crackly Rice, you will save 7¢ on each ounce of rice. Therefore, Snappy Rice is the better buy or value.

But, if Snappy Rice is a better buy, why does it cost more than Crackly Rice?

Even though the total price of Snappy Rice is more than the total price of Crackly Rice, you get twice as much rice when you buy the box of Snappy Rice. Notice that Crackly Rice is a 12-ounce box and Snappy Rice is a 24-ounce box.

