
FOR IMMEDIATE RELEASE

Feeding a Family of 6+? The Ultimate Bulk-Buy Challenge Just Got Easier..

For Australia's large families, the weekly grocery shop is not a simple chore, it's a major logistical and financial operation. With grocery bills for a family of five or more now frequently exceeding \$450 a week, a free Australian-built tool, **Grocerize.com.au**, has become an essential secret weapon, helping parents tame the chaos and cut their mammoth bills by up to \$200 a week.

The platform is designed to handle the sheer volume and complexity of a large family's shopping list. By instantly comparing the price of dozens of items - from bulk boxes of cereal and lunchbox snacks to litres of milk and family-size meat packs -

Grocerize pinpoints where the most significant savings can be made, turning a daunting task into a strategic win.

"When you're buying for a big family, small price differences have a huge impact," says Blake Bennett, the Newcastle father who founded Grocerize. "Saving 50 cents on a single item doesn't sound like much, but when you're buying ten of them, it adds up fast. We designed Grocerize to automatically find those scaled-up savings, taking the mental load off parents who are already juggling so much."

For the Peterson family of six from Lake Macquarie, the savings have been life-changing.

"Our grocery bill was out of control. It felt like a second mortgage," says mum-of-four, Sarah Peterson. "You walk into the supermarket knowing you're going to spend a fortune, and it's just stressful. The first time we planned our shop with Grocerize, our bill went from over \$480 down to \$310. I had to check the receipt twice. That saving of \$170 covers the kids' swimming lessons and a tank of petrol. It's not a small thing for us; it's everything."

Grocerize's features are a game-changer for parents managing a small army:

- **Handles Large, Complex Lists:** Easily manage and save shopping lists with 50+ items.
- **Bulk-Buy Optimisation:** Instantly identifies the cheapest store for bulk-sized products, where the biggest savings are found.
- **Reduces In-Store Hassle:** A clear, organised list means a faster, more efficient trip through the aisles with less chance of impulse buys.

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- **Saves Planning Time:** Drastically cuts the time spent manually comparing catalogues and weekly specials.

“The goal is to give large families a fighting chance against rising costs,” adds Bennett. “This tool helps them win the weekly battle at the checkout, freeing up significant funds for other family essentials.”

To start managing your family’s grocery budget, visit www.grocerize.com.au

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Media Assets:

- Grocerize overview video [here](#)
- Video sound bites from Blake Bennett are available [here](#)
- Photos available [here](#)
- Infographics available [here](#)
- Graphic assets available [here](#)

Available for interview:

- **Blake Bennett**, Founder of Grocerize.
- **Julian Townley**, CEO
- **Case studies:**

About Grocerize.com.au

Grocerize is a revolutionary Australian solution that empowers households to save money on their grocery shopping, easing financial pressure on families. In response to the ongoing cost-of-living crisis, this no-cost, user-friendly website has become an essential resource for families seeking practical solutions and budget-friendly grocery shopping, saving users an impressive average of 28%.

Sources

[Dailytelegraph](#)

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