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Grocery Search Engine Tracks Best Deals



Reporting
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SAN FRANCISCO (CBS 5) — Finding ways to budget when it comes to groceries has a new twist that does not require scissors or coupons. A new online tool tracks down the best grocery deals.

Ajaxo, is a San Jose based web service that was launched mid September by two brothers, Ka-Tye Koo and Ka-Fung Koo.

"It was my brothers idea," said Ka-Tye Koo. "He was thinking about ways that you can help people throughout these hard times because we were just entering a recession."

The website is similar to a search engine said Ka-Tye. The only difference is that this service finds the cheapest grocery items. All consumers have to do is type in their zip code and the item they're looking for.

"We have 38,000 physical stores mentioned in the system so everyday we keep adding new things as we come across new chains," said Ky-Tye.

The website has already saved one South Bay consumer nearly \$200 a month. Mary Monk of Cupertino came across the website through a flyer she found and said she decided to give it a try.

"I'm always looking for a way to save money especially with grocery and everyday stuff with my family," said Mary.

The website updates the weekly specials and as a bonus South Bay shoppers have the option of clicking on a shopping list that feeds a family of four for seven days.

With a full house, Mary decided to shop according to the list.

Though the shopping list requires Mary to go to other grocery stores, she does not find it to be an inconvenience.

Recipes are also found on the website making it easier for consumers to cook what they've bought for a low price.

"I think that's great because that way I'm not wasting food," said Mary.

But Mary isn't the only one budgeting in the family.

The website has already been passed down to her two college students.

"I email them and just letting them know if you're going to do your grocery shopping this week this is a list of what's on sale," said Mary.

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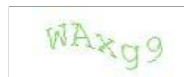
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