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SmartShopIt.com Adds Smart Compare Feature

SmartShopIt.com releases its Smart Compare feature that provides valuable nutrition and price comparisons for grocery products nationwide.

SmartShopIt.com is a free site that helps its members eat healthier, shop more effectively and save money at the grocery store. They have incorporated a new Smart Compare feature which helps their members by allowing them to easily and quickly compare grocery products. The Smart Compare feature leverages its database of price, nutritional information and ratings on over 90,000 products. The Smart Compare tool can be accessed on the desktop and mobile web device interfaces.

Home grocery delivery and Internet shopping hasn't grown like online purchases of travel, books and electronics. As such, consumers still go to the brick and mortar store every week hunting for the best products and value for their dollars. They desire tools to make this process easier as well as to help them shop smarter. "To exemplify this, think of how many times you find yourself at the grocery store, staring at a rack of products and wondering which one is the best to buy today?," asks SmartShopIt founder Trent Wong. "Sometimes you call someone to ask their opinion but more often than not, you just grab what you think is the best."

In SmartShopIt.com, you can search for a specific product or category of products. Then by clicking on the Smart Compare icon, this new tool will provide comparison information with other similar products on nutritional values such as calories, cholesterol, sodium, fiber, and trans fats. In addition, you can also compare products on price and most importantly best value (best cost per unit of measurement). Lastly, you can also sort the comparison on member ratings to see which products other members prefer.

With families looking for effective ways to eat healthier and also reduce their grocery costs, this new feature helps immensely. The user can compare a large quantity of products on their desktop before heading to the store. "We know that most trips to the store are spontaneous and people don't have the time or motivation to plan", says Shijun Liu, SmartShopIt.com's Product Manager. "So we have also made this feature available free on their mobile web device so shoppers can access this tool while in the store shopping."

"We all want the satisfaction that we've done our best to make the smartest buying decisions which take into account the store we are shopping at, the products available and the current prices for those products." Wong continues; "Everyone would all like to have the time to be experts at shopping, but that not realistic. With all of the features of SmartShopIt.com, we can help our members to shop more effectively."

SmartShopIt.com has provided a Quick Tour for people to get an idea of how this, along with various other features of the product work. The Quick Tour can be found on their home page at www.SmartShopIt.com.

About SmartShopIt.com

SmartShopIt.com was founded in 2008 and is a privately held company based in the Silicon Valley. Their mission is to provide a destination web site with tools, coupons, information, articles and recipes to help their members eat healthier and shop smarter. They have built tools wrapped around a database of over 90,000 products and 130,000 stores in the U.S. In addition, there is also a blog with articles on product information, food facts, articles and recipes. SmartShopIt.com is not affiliated with any retailer, distributor or manufacturer of grocery products and is made up of people who are passionate about helping its members to be better shoppers.

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