

Save like you know something they don't.



Prices keep climbing - but your rands can still go further **when you shop smart.**

This May, we're helping you stretch every spend: smarter grocery choices, your Birthday Grocery Boost, and expert support from the partners in your corner — IntegriSure for cover that fits your life, and MedXpert for medical aid guidance you can trust. Plus, with **Mother's Day** around the corner, the perfect way to spoil Mom without blowing the budget, thanks to Tafelberg Furnishers.

**Small choices, real savings - that's the bsmart way.**

It's not just petrol that's costing you more



**Petrol goes up... and suddenly your grocery bill does too.** It's not your imagination, it's the ripple effect hitting your wallet.

The good news? You're not powerless. See how small, smarter shopping habits can help you stretch your spend further and still get to a Better Price.

[See how to shop smarter](#)



Are no-name groceries really cheaper?

With food prices climbing, it's tempting to default to no-name or store brands to save money. And in many cases, that's a smart move, **but not always.**

Research from NielsenIQ shows that private label products can be 20% to 40% cheaper than well-known brands. The reason is simple: less spent on marketing, packaging, and distribution.

Quality has also improved. According to insights referenced by Food & Wine, many store-brand products are made by the same manufacturers as branded goods, with most consumers rating them as just as good, if not better.

But here's where it gets interesting.

Industry reporting from FoodNavigator shows the price gap is narrowing in some categories. In fact, when brands run promotions, they can sometimes be cheaper than no-name alternatives.

So, what should you do?

Stick to store brands for everyday staples like rice, pasta, and canned goods where the savings are consistent. But don't assume they're always the cheapest option. Compare prices, especially on items that go on special often.

**The bottom line:** The smartest shoppers don't chase brands or no-names; they compare and choose the Better Price.



Game on with bsmart

We've launched a brand-new game, custom-built just for bsmart members... and it's seriously addictive.

Think classic arcade vibes with a modern twist.

Bricks will test your reflexes, your focus, and your patience. It's easy to start, but not so easy to master, which makes chasing that high score even more satisfying.

Keep an eye out for the special bsmart bricks. Hit one of those and you'll unlock a power-up, because just like your membership, bsmart is all about helping you level up and get a Better Price.

Start playing and share the link with family and friends to see who comes out on top as the ultimate Bricks Champion.

[Play here](#)



May birthdays: your grocery boost is live

If you're celebrating your birthday in May, your Birthday Grocery Boost is ready for you.

**COUPSTER**

Enjoy two months of access to digital grocery coupons via Coupster, sponsored by bsmart, to help stretch your grocery budget a little further.

Since January, members have already started enjoying this benefit. Now it's your turn.

Log in, browse your coupons, and redeem them at participating retailers while your access is active.

[Click here for more details](#)



Smarter cover, real savings in

Choosing insurance isn't just about price. The real value lies in how well you're covered when it matters most.

A broker helps you understand the fine print, structure the right cover, and keep it aligned with your life as things change, so you're not caught short when you need to claim.

Plus, as a bsmart member, you could earn 4% cash back annually when you bundle your car and home insurance with IntegriSure.



[Read more here](#)

Make this Mother's Day count



This Mother's Day, celebrate Mom in style with Tafelberg Furnishers and make her day truly memorable.

We're bringing you incredible specials to show you spoil the woman who means the world to you. Show your love with meaningful gifts that add comfort, beauty and joy to her home.

Valid until Sunday 17 May 2026 - while stock lasts.

Make this Mother's Day one she will always remember

Visit your nearest branch or shop online

[Click HERE](#)

The hidden cost of not registering for chronic benefits



You might not be paying cash for your over-the-counter medication...for now. But, if your chronic condition is not registered, you may be paying out of pocket soon.

**If your chronic benefit is not activated properly, you are likely paying with your medical aid savings when you don't need to.**

Chronic benefits usually need registration and authorisation linked to your condition. For a simple checklist and next steps on what to do to register your chronic medication.

[Read more here!](#)

This is a FREE service to all bsmart members who chose to register with MedXpert.



May specials from our retail partners

Click on the icons below to discover this month's top offers.

Remember to swipe your bsmart card to earn cashback on every qualifying spend!



Quote of the month

A penny saved is a penny earned.

- Benjamin Franklin



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