THE CHIPS ARE DOWN

Why is it when chip bags always seem to be so filled with air? “So the chips can move freely in the bag to avoid breakage,” said a rep for Tostitos. When we asked why the snack giant recently shrunk the size of its tortilla from a pound to 12.5 ounces, the rep cited increased production costs. Fair enough, but the expectation than an unopened product will be only half full can make spotting downsizing even trickier.

SECRETS OF STORE BRANDS

Many juice giants have taken their refrigerated citrus juices down from half a gallon (64 ounces) to 59 ounces. But some store brands, such as Great Value Original Orange Juice, keep selling the old size. The other advantage of store brands is that they’re around 25% cheaper than the big brands, and taste good.