

Size Matters

Dear Tim:

Why is it that it now takes me two packages of the same ingredient to make the same recipe I've been using for years? It used to only take one. I know we shrink as we age, but this is ridiculous!

-Shrunk on Sherwin

Dear Shrunk:

I hear you. I've always been told that size doesn't matter, but in this case it clearly does. And it didn't just happen overnight. It started with the coffee companies in the 1980s, when the cans started getting smaller and the prices kept going up. Then the packaged goods companies followed suit with smaller boxes that looked the same size. Now it's everything. We've been complaining about it for years, but there's no reason you can't join the fight. Email these companies and use your social media platforms to let them know you're not satisfied, and size DOES matter. At least with respect to groceries.



**DEAR
TIM**

Dear Tim is presented as a public service by Tim Huffman, owner of Huffman's Market. Write to him in care of Huffman's Market, 2140 Tremont Center, Upper Arlington, Ohio, 43221, stop by and say hi, or visit www.huffmansmarket.com.