

AT THE BELL

Ep 1: Shrinkflation

Bell Ringer Questions

Instructions

After watching the [BUATB Ep. 1: Shrinkflation](#) video, answer the following questions individually, in a group, or as a class. Be prepared to discuss after.

Questions

- 1) Since businesses need to maintain an appropriate profit margin, is it fair for companies to take advantage of consumers' lack of attention to detail to compensate for their rising costs?
- 2) Should businesses be required to tell customers that the size/amount of the product has been recently reduced?
- 3) Should consumers be savvier about looking at the price and quantity of a product and taking the time to compare products to get the best deal?