

Could you survive without your favourite brand of cereal or peanut butter or ketchup? well we wanted to test the generic equivalents of all these favourite comfort foods so one family in New Jersey agreed to go a month without those favourite name brand products and this is what they've found, it's our GMA generic challenge.

-Good morning, mum!

it's 7.00 a.m in the Braun household ...

-who's having what?

... and so begins the mad scramble to get everyone fed and off to school. With four kids and a soldier husband off in Iraq, mum Terri-Lynn at least could rely on the brand name products she knows they love. There's Ainsley, Joshua, Hunter and Rachel.

-I didn't think we were a very huge product name, food product family but it turns out we were really big on these: macaroni and cheese, got to be the blue bag, Quaker Oats got to have the guy, Heinz is heinz and is everywhere. This is the greatest invention ever, it borders on a addiction I really ... I can't go anywhere without my coffee creamer.

But for three weeks they are giving it all up, going generic locking their brand name products away

-Bye, bye. Bye tuna The biggest loss of all to Joshua.

No not the Heinz! After that traumatic experience is off to the supermarket where the Braun's will begin their generic journey.

-We can't have any of these. We can't get that kind either baby, No that's not the kind we can get though Though the packaging may not be as appealing, the prices certainly are.

- It's almost, per unit, is over a dollar less, which is a pretty good chunk of change

By going generic on this one shopping trip alone, the Braun's saved **\$60,98** with price differences on items **like cereal, oatmeal and bread.**

Back at home the real test. Will her veg spaghetti and cheese dish taste the same? Mum is skeptical , but the kids?

-This is the most delicious plate of veg spaghetti I've had in a long, long time really? I actually really like it

Pasta, sauce and cheese, next stop, the always challenging breakfast

-pretty much are the same except a different shape

-the oatmeal is ... different

-what's wrong with the oatmeal, is it a good different or a bad different?

-good different!

cereal and oatmeal ... both winners!

-Now my turn has arrived though, it's time for coffee! already out the pack is thinner and of a different colour, It's OK, I could live with it by I like the other stuff better. Coffee and creamer ... not so much.

Over the next three weeks the Braun's will try it all from the he ketchup Joshua was so worried about, 'I might like this one better' to the soup Rachel loved 'I like the old one more' and they soon realised what they can't live without 'I am never gonna like that creamer' The kids loved the peanut butter but hated the yoghurt, they couldn't get enough of the apple sauce, but wouldn't touch the chicken nuggets. Overall the store brand products went over rather well:

-'... pretty much tasted the same'

-'the new cookie, well when I ... bigger

-‘I didn’t like the mac and cheese they were really gooey and sticky’

-‘yummy’

And for Terry-Lynn they mean sizable savings, over 3 weeks the Braun saved \$108 of their grocery bill which amounts to **almost \$2,000** of savings a year. ‘that most of them are really worth the switch, because you couldn’t really tell what was going on and the savings really well there’

-And joining us now a couch full of cuteness there we have Ainsley and Rachel and Hunter and Joshua and mum Terry-Lynn, thanks for being here guys

-Thanks for having us

-So in the end was it really difficult? did you learn any thing?

-We learnt a lot, it wasn’t as hard as we thought it was gonna be, there were certain things the next day we were right back to we missed them too much we had back the creamer is back in the kitchen I don’t even think anybody left the house ...

-you have something to say Ainsley?

-No she is doing that, very nice!

-Well it was really fun to let you do this experiment for us there but still a bonus came when we were finishing shooting the story this kind of sacrifice is nothing compared to the fact that dad and husband has been in Iraq this whole time and we saw a little bit of the tape from the reunion, the surprise the ... come on sir good to see you

-Daddy is here!

-How great does it feel being home? What is it that you’ve been doing?

-It’s being fantastic! I’ve been running since I’ve been home I think it’s more busy being here than was being in Iraq!

-She’s handling all of these without you!

-I know, that’s why I married her!

-Now kids do you enjoy the generic version of your dad we substituted for the experiment? I’m kidding!

-How would you spend thanks giving now, is anything special planned?

-We have some relatives coming down. My parents will be coming down and my sister is coming down with her four kids

-Will you be using generic stuffing?

-no

-the real stuff since dad is on

-So we learnt something and we got a little bit of fun to Iraq as well. we appreciate your service and sacrifice thank you very much