

Families save up to 25% extra at Colruyt during the costly month of September

26.8.2026 - | Colruyt Group

September is an expensive month for many families. The summer months tend to be costly and September brings additional costs for school, hobbies and other essential purchases. According to the Family Barometer of the Gezinsbond (the Family Association), one in seven families experiences financial concerns during the month of September (2025). To provide families extra support during the start of the school year, Colruyt is launching a series of recipes built entirely around products currently on promotion and that are quick and easy to prepare. In this way, families can save up to 25% extra while still putting balanced meals on the table that are quick and easy to prepare.

For many families, the start of the school comes with a spike in household spending. Schoolbooks, school supplies, clothing, membership fees for sports clubs and youth organisations, and transport costs all contribute to making September a financially challenging month for many families. Research conducted by the Gezinsbond (Family Association) in September 2025 shows that almost one in seven Flemish families has to make choices, ask for help or postpone payments in order to cover all expenses. This year, many families face an additional challenge, as a large number are no longer receiving the family bonus.

As a retailer, Colruyt sees every day that families are making conscious choices about how they spend their money. In September, however, the retailer sees that many households need to tighten their budgets even further. To offer additional support during this costly month, Colruyt has developed 30 recipes - one for each day of September - each centred around key ingredients that are on promotion at that specific moment.

"At Colruyt, we guarantee the lowest prices all year round and adjust our prices in response to promotional offers across the market. In September, we want to give families some extra support. With these recipes, we combine promotional offers with balanced meals. Financial pressure should never come at the expense of the quality of the meals families put on the table. Families who cook from these recipes for an entire month could save up to 25% extra while still enjoying balanced meals," says Tamta Mamistvalovi, head of marketing at Colruyt.

The 30 recipes have been designed with families in mind and provide inspiration for everyday meals that are quick and easy to prepare while remaining budget-friendly. There is a recipe to suit every taste: meat dishes, fish dishes, vegetarian dishes, classic favourites and more exotic dishes inspired by cuisines from around the world. Each recipe is built around a key ingredient currently on promotion, and customers can clearly see the percentage saving on each recipe. The recipes also fit seamlessly into the busy month of September, as they take no more than 30 minutes to prepare. The recipes will be available from 26 August via the Colruyt website and the Xtra app.

The Gezinsbond, as an independent organization, advocates for the interests of all families in Flanders and Brussels. It supports them through inspiration, advice, and opportunities to connect with one another. Want to learn more? Visit the Gezinsbond website.

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