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Eat This Not That! Supermarket Survival Guide: The No-Diet Weight Loss Solution



Synopsis

With more than 50,000 food products in the average supermarket, it's no wonder shoppers feel confused and overwhelmed. How do they know what to buy to eat healthier and avoid packing on pounds? And as food prices skyrocket, how do consumers know they're getting the best deals? Luckily they have Eat This Not That! Supermarket Survival Guide - by David Zinczenko with Matt Goulding - the ultimate authority on packaged foods, produce, and dairy and meat products found in our supermarkets. Newly revised and updated with all-new nutrition facts and information, this expanded edition acts as a trusted bodyguard, steering buyers away from nutritional danger zones and protecting them with the power of knowledge. On every page, readers will find easy-to-follow tips and nutrition facts that help them make the best choices for cutting calories, shedding pounds, and even saving money! The book's easy-to-carry format and highly visual design make it a perfect companion for the purse or shopping cart. And the information inside, based on extensive research and market reporting, will finally put the shopper in control of his or her family's diet and health.

Book Information

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Customer Reviews

When I think about grocery shopping in the United States, I cannot help but recall the scene in the old movie *Moscow On The Hudson* when Robin Williams character is instructed to go shop for coffee in the local market. Having been used to rationing in the Soviet Union he has not been exposed to the variety of food product available to him in the United States. Overwhelmed he keeps

saying "Coffee, coffee, coffee" then passes out not being able to make what appears to him a most complex decision at the time. It is not too much unlike that grocery shopping in the United States today. You come into a supermarket bulging with products all very colorfully marketed making sometimes unfounded claims as to their health benefits. It is wise, therefore, to come armed with the knowledge that what one buys IS really healthy for them not something a marketer told them to get them to buy their goods. This IS the proverbial SUPERMARKET SURVIVAL GUIDE one should read before entering a store and keeping handy while still in the store. The book starts with Chapter 1 "Getting to Know and Love the Supermarket." Within that chapter the author lists 11 Secrets the Food Industry Doesn't Want You to Know and the 20 Worst Packaged Foods in America. It is helpful to know, for starters, what kind of food one should consider junk before going on to food shopping for healthy products. Chapter 2 "The Produce Aisle" is simply lovely.

I recently read a study that claimed that people, on average, eat about 50% more calories than they think. This leads to regular weight gain that many people find baffling. This book can help you save calories without feeling restricted in your diet and is a great shopping companion at the supermarket. All foods listed contain full nutritional breakdowns, which means calories, protein, carbs, and fats. Here's a quick summary of what you'll find inside this book: 1. How supermarkets are designed to induce you to buy high-profit items, and the 20 worst packaged foods in America. 2. How to pick the freshest, best-quality produce and salad, how to store them so they stay delicious longer. 3. Which meats are the best to buy and why, such as which cuts of beef are leanest and which fish is most healthy. 4. What types of deli meats are healthiest for you and why. I liked that sodium levels were listed as regularly consuming too much sodium can cause many types of health problems, ranging from unsightly bloating to the very serious issues of high blood pressure, strokes, kidney disease, and more. 5. How to save calories on snack food like chips, dips, granola, cookies, candy, and more. This is good because snacks and sweets are a weakness for many people, and the pounds can really add up over time if they don't watch it with these types of foods. 6. Which types of beverages, including alcohol, to choose. This section includes the worst beverages that you can buy (and you might be surprised--some are very popular!) and shows you how to minimize these empty calories in your diet. 7. Finally, this book ends with a section on saving money in the supermarket, which is always welcome.

I know, that sounds like a wild claim. And I'm surprised I wrote it. I own both of the previous Eat This Not That books (Thousands of Simple Food Swaps, For Kids!), so when I noticed this one was

about to come out I decided to skip it. What more could it offer than what was already in the other two? Then, tonight, I went shopping for food with my teenage daughter at Target. We spotted this in the little book section and, at her urging, picked it up and glanced through it. What a great book! So helpful! So useful! Yes, if it keeps my husband healthy and my daughter enthused about nutrition, it gets my vote as best nonfiction book this year. I read about every day, and no book has struck me as a Must Buy as much as this one. The reason? Since the book is entirely about food at supermarkets, every item on every page is something readily accessible to you. And since every item is captioned with its relevant nutritional information, it's like having the "Nutrition Facts" panel of every major item at your grocery store right there in your purse, in a little book that is so well designed and organized it is remarkably easy to use. By comparison, the earlier titles had less detailed grocery sections, as well as lots of stuff about fast food chains and table-service franchise restaurants, material that is useful only if you frequent those particular places.

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