



Eat This, Not That! Supermarket Survival Guide

David Zinczenko

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You *can* burn fat and sculpt the body you've always wanted-and even save money in the process-without dieting. All you need is the insider's guide to smart, healthy, low-cost food choices. And now, the right choices are simple!

From the produce section to the frozen-food aisle, the modern supermarket is loaded with 50,000 food choices, all vying for your hard-earned money. No wonder it's hard to know what to buy. But with *Eat This, Not That! Supermarket Survival Guide*, the smart answers are right in your hands. No more fake "healthy" foods. No more rip-off supermarket "bargains." No more disappointing meals. And most important of all, no more extra pounds!

Did you know:

- A cup of Quaker 100% Natural Granola Oats, Honey, and Raisins contains more calories than 8 chicken wings? (Save 280 calories a day by switching to our preferred choice)
- Choosing Rice Krispies Treats over Nutri-Grain Cereal Bars will cut your sugar and calorie intake nearly in half? (With this switch, you could lose a pound every 7 weeks!)
- Regular bacon is actually better for you than turkey bacon? (Find other deceptive "healthy" foods and the delicious ones you should be eating instead.)

With this simple illustrated guide to thousands of foods-along with the nutrition secrets that lead to fast and permanent weight loss-you'll make the smartest choice for you and your family, every time!

Additional features in *Eat This, Not That! Supermarket Survival Guide* include:

- 6 Supermarket Shopping Strategies
- 11 Secrets the Food Industry Doesn't Want You to Know
- The 20 Worst Packaged Foods in America
- Master the Produce Aisle: Your Guide to Greens (and other colors)
- Your Organic Primer
- The Pantry Label Decoder
- And more!

Eat This, Not That! Supermarket Survival Guide Details

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From Reader Review Eat This, Not That! Supermarket Survival Guide for online ebook

Sara says

The second book I've read in this series. Interesting, but I won't remember all this info at the store. (Granted, I could just read the labels.) Makes you think about what you buy.

Gretchen says

When I mentioned to a friend that I was reading Eat This, Not That! she said, "That sounds like a bossy book!" She's right, but I quite like the bossy title. The whole package is excellent: design, layout, size and content. I checked the book out from the library, but have since bought a copy to keep: it is a great reference guide for shopping and eating. I am an inveterate food label-reader, so am familiar with a lot of the sneaky tricks of the food industry, but the authors provide tons of information I didn't know. Some of it is jaw-dropping. Despite the bossy title, they share their extensively researched information in a fun and lively way, not at all preachy. I particularly like how they use comparisons to drive home facts: a cup of Quaker Lowfat Granola with Raisins cereal - a "good for you food" - contains 27 grams of sugar, or more than a packet of Peanut M&Ms. Whoa. They also don't tell you NOT to eat packaged or processed foods (although they do maintain throughout the book that eating whole and natural foods is the best practice) but they tell you which ones to avoid and which make better alternatives. The book is small and compact, making it a convenient size to carry with you to the supermarket so you can refer to it as you shop. Important to know information presented in a fun, friendly, easily digestible ;-) format.

Clarice says

I thought it was just going to be a quick look through, but there was some detailed, good information at the beginning of each chapter. I realized those Marie Callender chicken pot pies I've been depending on for "homemade" meals when I don't have the time are one of the most calorie filled items I could get at the grocery store. I'm going to have to be more conscious about those kinds of items I buy at the store.

Janey says

For fear of only thumbing through and looking at the fun facts and pictures, I vowed myself to read this book cover to cover. I will never grocery shop the same again! I thought I did a good job at looking at the nutrition and ingredient labels, until I read this book. I'm not that huge on always buying organic, but I've always wanted to buy food items with very little or no preservatives (although sometimes organic and no preservatives go hand in hand). When you read the labels on some high-processed food items like soda or poparts it seems like those items aren't even food at all. This book motivated me into thinking of food as fuel, and not just empty calories to feed my cravings. I especially loved the produce section and learning what items and spices contain what type of nutrient for your body. What a fun book!

Grace says

This sort of book may be what the average American stuck in a food rut needs! My husband is a somewhat picky eater, and what he likes, he LIKES. This book may be just what we need to help us stick to our habitual meals, and just make small changes over time to help us eat more healthy.

To those people giving this book low ratings because a doughnut is still a doughnut and still bad for you... You must not give the reader of this book much credit. Of *course* people know that doughnuts are still bad for them, and that magically changing brands of doughnuts won't be a miracle weight loss cure. But there are many people out there who are in serious ruts, and need gradual help to overcome their food habits. As Zinzchenko says in the book...suggesting spinach instead of chips for a snack just isn't going to work with most people...the spirit is willing to diet, but the flesh is weak. Slowly changing over your existing food habits into more healthy options of the *same foods* will more easily assist the average person into adopting healthier habits at a pace they can tolerate. It's not just kids who sometimes have to be tricked into eating healthy food...sometimes adults too can benefit from slowly tricking themselves into eating better and better without even realizing it.

That, to me, was the point of this book, and why I want to buy my own copy for reference.

Crystal says

I love this book series. I own this one and the fast food guide. Not everything suggested in this book is healthy, just healthier. Basically, these books aren't necessarily about eating healthy because some things will just NEVER be healthy, but it helps you make the BETTER choice. For instance, in the supermarket guide for cereals they have a section for grain cereals and one for sweet cereals. They mention that sweet cereals aren't ideal for everyday, but IF you're going to eat it, "this what you should eat". That's basically what the whole series is about... making the better choice. After cutting the extra calories/sugar/etc AND WORKING OUT I see how this book can be helpful

Krissy Wright-brassell says

I think this book is helpful. It lets you know what to eat, especially if you eat out a lot. I was hoping it would be more from the perspective of actual foods to cook in your kitchen as opposed to eating out and decoding menus.

Laura says

The most helpful of these books, for me. I admit I was happiest when I saw something I dislike in the "Not That" column and stuff I love in the "Eat This" column. It's easy for me to compare calories, but the book shows others reasons why things may be less healthy, such as amount of sugars, or lack of fiber. Some of the Not That things weren't necessarily bad for you, just empty calories, which I kind of don't find bad enough to warrant this, if my husband wants to eat 190 calories of Eggo waffles, it's not *hurting* anything.

The foods are, for the most part, paired up well for swaps, two caramel flavored ice creams, for example, or

two vegetarian lasagnas. Orville Redenbacher's Movie Theater Butter Microwave popcorn has less calories, fat, trans fat, and even sodium than PopSecret's Movie Theater Butter Microwave Popcorn. Easy swap! But there was still the occasional "swap corned beef hash for some chicken in a can" silliness, or "switch a pizza pocket for a spinach feta pocket" where I would definitely argue that they aren't the same or fill the same craving. In the same vein, some of the results were surprising (I'm killing myself over not being able to find it in the book right now, but there was something where the diet version was much MUCH worse than the non-diet version of the EXACT same product, brand and all.) and I was glad to have the book to help me, but some of the comparisons were DUH. Really? Vegetables are healthier than meat? Alfredos are usually worse than marinaras? A Honeybun is worse than an oatbar? (not real examples from the book).

All together, I made a great list of things to check out from the grocery store next shopping trip, and I have an awareness of some particularly bad things that I will keep with me after I return the book to the library.

Melinda Cloud says

It is not my aim to lose weight. It is my aim to eat healthy and when organic is not an option, I find this book (as well as the others in the series) VERY helpful. It answers questions of "this or that?" quite easily as well as "Okay, so use this coupon or toss it?". We enjoy this colorful alternative now and then to our norm: standing in the aisle, leaning on the grocery cart and avidly reading labels.

Chad Warner says

An easy guide to buying healthy food at the store. Because healthy food can be expensive, I liked the many money-saving tips. The book is more focused on the foods than the nutritional science behind their recommendations, but there are plenty of short tips and explanations. It's packed with photos of food, so read on an empty stomach at your peril!

I skipped through a few of the sections, such as many snacks, candy, frozen meals, and energy drinks, since I rarely if ever consume those. The book recommends against eating most of these things regularly, but points out the healthier, lesser-of-two-evils options if you must indulge.

The book's very helpful for decoding marketing labels and ingredients to help you recognize what's healthy. The general advice: the simpler the food and the fewer the ingredients, the better. Choose natural over artificial ingredients.

Notes

Save money by buying canned, store-brand fruits and vegetables. Watch out for added sugar and sodium.

For canned meat and fish, choose packed in water, not oil.

Steam vegetables instead of boiling them.

Avoid pickles; they come from nutritionally weak cucumbers and are packed with sodium.

Food recommendations

Fish: chunk light tuna, shrimp, wild (not farmed) salmon, tilapia, catfish

Dairy: reduced fat or skim milk, yogurt, and cheese

Apples: Red Delicious

Bread: whole grain pita, whole wheat, rye. Look for more fiber than sugar, and few ingredients.

Deli meat: fresh roasted turkey (from deli), Hillshire Deli Select turkey

Cheese: mozzarella, Pepper Jack, goat, Swiss, feta, ricotta

Accents: salsa, pesto, cranberry sauce, hummus, guacamole

Spreads: Smart Balance Omega Spread, whipped butter. Butter is better than margarine, because margarine usually contains trans fat.

Peanut butter: should have 2 ingredients max: peanuts and salt

Fruit spreads: fruit should be 1st ingredient; no corn syrup

Pasta sauce: low sugar and fat

Pizza: Margherita, many vegetables, thin crust

Philitsa says

I love, Love, LOVE this book! If you know me, don't be surprised if you get a copy of this from me at some point. The purpose of the book is to uncover the marketing ploys that make you think you're eating healthy food when it's just an excuse to charge you more. This book speaks to me for so many reasons... Allow me to name a few:

I've been lucky enough to travel to foreign countries. Each time I would feel like I only needed to eat half of what I'm used to in order to be satisfied. I've had a sneaking suspicion it was because the food I was eating back home was not as healthy and nutritious as in these other countries.

Ever since I became a mom, I've taken providing nutritious food to my family very seriously.

The obesity epidemic scares me to no end nowadays. (Perhaps this can be attributed to becoming a mom as well.)

This book makes simple comparisons between everyday foods and gives advice on what not to eat and what to substitute in its place. Examples from the back of the book:

- * A cup of Quacker 100% Natural Granola Oats, Honey, and Raisins contains more calories than 8 chicken wings
- * Choosing Rice Krispies Treats over Nutri-Grain Cereal Bars will cut your sugar and calorie intake nearly in half (With this switch, you could lose a pound every 7 weeks!)
- * Regular bacon is actually better for you than turkey bacon

While some "don'ts" break my heart (What!? No Oreos!? at 160 calories, 7g fat, 14g sugar), they give equivalents that taste good (Late July Organic Dark Chocolate Sandwich Cookies at 150 calories, 6g fat, 9g sugar, 2g fiber). They don't judge your sinful ways, but they help you make better choices. Another example... BAD: Haagen-Dazs Mint Chip at 300 calories and 19g fat... GOOD: Breyers All Natural Mint Chocolate Chip at 150 calories and 8g fat.

The first part of the book is readable -- about 10-20 pages of important information and research. The rest of the book (300+ pages) is meant to be used as a reference. The chapters are broken out logical sections (snacks, pantry, meat, etc.) for quick reference.

Natalie says

On the NOT THAT list: Kelloggs Raisin Bran, Multi Bran Chex, Oscar Mayer Deli Fresh Chicken Breast

strips, Hunts Crushed Tomatoes, Progresso Tomato Basil Soup, Newmans Own Tomato & Basil pasta sauce, Mission Multi Grain Wraps, Sara Lee Heart Healthy 100% Whole Wheat Bakery Buns, Arnold Double Fiber 100% Whole Wheat bread

Now don't you want to know what's on the EAT THIS list?

I love that he even includes junk food, sugar cereal, chips, and ice cream. So if you want to eat junk, at least you're not eating the worst of the worst.

Joella www.cinjoella.com says

This is a great book. I love how it compares all kinds of everyday items that I would pick up at a grocery store. But, I also love how it has recipes at the back so you can make some entrees at home without losing the taste of the restaurant dish that they are emulating. I didn't end up trying the recipes (time factor before the book was due at the library)...but the idea is great. The only thing is that there is SO much information, that you really have to buy a copy for yourself if you are going to be able to remember more than a dozen "better" choices. Some brands are on the "eat this" side for some products but the "not this" side for others (depending upon nutritional values for each individual item). So, there is no possible way to remember it all. If you really want to use this as a guide...just go buy it and save yourself the library overdue fines.

Jenne says

This fab little book is a must for everyone, whether you are trying to lose weight or just eat healthier. Not only does it give great tasting, healthier substitutions for all your favorite food items, it is jam-packed with shopping tips, great advice and money saving schemes.

Learn the tricks supermarkets use to make you buy certain items. Find out which veggies and fruits are in season and how to store them to get the best and freshest taste. Discover what to look for on food labels and what to avoid. Get info on how to pick the best and tastiest meat cuts and determine what those weird items on the ingredients list really are.

The easy-to-use book features pictures, detailed break downs of the calorie, fat and sodium content on colour coded tags that correspond to the healthier options making shopping a breeze.

Katherine Totten says

Love this book! It's chock full of information to help brave the supermarket aisles. The photographs are wonderful, featuring different types of food under the "Eat This Not That" banner. The amount of sugars and sodium in our food is astounding and this book brings to light the amounts of those elements in hundreds of foods that we put into our bodies everyday.

This is not a health food or a diet

book, but instead a guide to help us live healthier. If we follow only half the recommendations, our diet would be 50% healthier.

The only reason I gave this book 4 instead of 5 stars is that it isn't longer.

