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# GETTING THE MOST OUT OF... GROCERY SHOPPING



The path to a nutritious diet begins in the grocery store. By making informed choices while shopping, you can set yourself up for the best chance of success in maintaining a balanced and healthy diet. This guide will help you navigate the supermarket aisles with confidence and fill your cart with wholesome foods.

## Plan ahead

Before you head to the store, take some time to plan your meals and snacks for the week. Doing this has multiple benefits, which can be read in the **“Macros and Meal Planning”** leaflet. After deciding your upcoming meals, create a shopping list of necessary items and ingredients, and aim to focus on nutrient-rich whole foods.



**Avoid shopping on an empty stomach – this can lead to impulsive purchases of less healthy options.**

## Navigate the store wisely

Start your shopping trip by circling the perimeter of the store. This is where you’ll find fresh produce, lean meats, and dairy products. Be more cautious when venturing into the middle aisles as this is where processed foods that are higher in calories tend to be located.

## Choose whole foods where possible

Fill your cart with a variety of colorful fruits and vegetables. Fresh fruits and veg are the optimal choice, but frozen or canned options are still a highly nutritional option – just make sure these don’t have any added sugars or sodium (salt).

Select whole grains like brown rice (instead of white rice), whole wheat bread, and oats. For protein, choose lean options such as chicken, fish and legumes, such as beans, chickpeas and lentils. It’s also important not to forget healthy fats from sources like nuts, seeds, avocados, and olive oil. These are an essential part of a well-balanced and nutritional diet.



**Always read nutrition labels to make informed decisions about the foods you’re buying.**

## Smart swaps for healthier choices

Making small changes can have a big impact on your diet. Choose low-fat or fat-free dairy products, and opt for whole grain versions of pasta, rice, bread, and cereals. When selecting meat, go for lean cuts and remove visible fat. Replace sugary drinks with unsweetened beverages or water.

## Tips for budget-friendly healthy shopping

Eating healthily doesn't have to come at a high cost. Buy seasonal produce for the best prices and nutrition – speak to a member of the trial team about what's currently in season in your region. Consider frozen fruits and vegetables, which are often just as nutritious as fresh but can last longer and don't require frequent buying. Purchasing non-perishable items in bulk can also save money. Keep an eye out for sale items and use coupons on healthy purchases to stretch your budget further.

## Avoid overbuying

Be wary of marketing deals. Offers like “buy one get one free” can be appealing but ask yourself if you really need the extra amount – it will just create opportunity to overeat when it's not necessary. Try to resist the temptation of impulse purchases, especially at the checkout where on-the-go less healthy snacks are strategically placed.

Smart grocery shopping is vital for a healthy lifestyle. Incorporating these tips may help you to fill your kitchen with nutritious foods that support your health and well-being. Remember that small changes can lead to big improvements in your overall diet and health.

The **ZUPREME Trial Team** will be happy to answer any questions you may have about shopping for groceries at your next trial visit.

