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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

Readers Love ETNT: "The book was so easy to use. And I said this is a no brainer. I have nothing to do but to go to the grocery store and look at this book. And I dropped 35 pounds within a year. My husband used to call me his "full sized woman." Of course, he doesn't say that any more and he can't keep his hands off me!"

Ã¢â€œ Darlene, ETNT reader.Ã¢â€œThis book is now a reference book I look at and have fun with, plus I think it has helped me drop a couple of pounds extra with my exercising in the last couple of weeks.Ã¢â€œÃ¢â€œThis book has saved me thousands of extra calories and I did not sacrifice one thing.Ã¢â€œÃ¢â€œThis is a great read and helps you make better choices when eating out to shopping at the grocery store. As I read I did not realize what a small change in your choice could make. I've already lost 7lbs and am very pleased.Ã¢â€œ

DAVID ZINCZENKO, editor-in-chief of Men's Health magazine, is the author of the New York Times bestsellers The Abs Diet and The Abs Diet for Women and the Eat This, Not That! series. He is a regular contributor to the Today show, and he lives in New York City. MATT GOULDING is a Men's Health contributor and former professional cook. He lives in Allentown, PA.

I am so happy to have ordered this Book, it has really taught me a lot about eating better because it breaks down the science of what you are eating like the calories intake, fat, sodium etc... I love how the book compares different store bought foods and restaurant meals to more of a healthier choice. I would definitely recommend people to purchase this book especially if you are looking to stay or become healthier, this book will guide you to making better health choices by giving you an healthier alternative.

This is a fantastic book especially for people who are looking for healthy options and also very informative about what you are putting in your body as far as food additives and preservatives it had definitely given me a whole new view of what foods to stay away from and I read all the labels before I buy anything that is in a package or can. Some of the additives and preservatives are shocking and scary that the FDA allows them to go into food for human consumption!! A must read for people who want to change their eating habits for weight loss of just general health!

This book is WONDERFUL for people who are just starting to change the way they eat. Sure, it compares a lot of foods, but what it really does is get you looking at the labels. Paying attention to sodium, sugar and other things you might want to regulate. I have bought it a few times and given away my copy time and time again. I just bought this copy as a spare to giveaway again in the future! Love it!

This book really helped me a lot. Things that I thought where healthy really was not. I wouldn't have

known without this book.

My wife should be the one writing here, but she has read portions of this to me and each time I was awed and amazed and very impressed with the practical information it contains. If you are serious about putting your own health and that of your family at the top of the priority list of things truly important, I believe you will be very happy you purchased this book. Its layout helps to find key information quickly, without having to read all the smaller print, when you're in a hurry. You will be really surprised, perhaps even shocked, to find reasons why your old habits in shopping should be changed. This is scientifically backed up information about truly smart shopping! Don't just think about it, go ahead and click it into your shopping cart!:c)

I just finished reading this cover to cover. I found a lot of the information very helpful and like the information about some of the additives. I do tend to read labels for the obvious but some of the additives were not in my knowledge base. I tend to avoid Palm Oil for environmental reasons as well so it was a plus to find out it was a nutritional problem as well. I do not tend to buy organic but may rethink this on a limited basis thanks to some of the information in this book....will have to look into this issue a little more. However, there were a number of typos that surprised me considering the popularity of this series and the presumed level of editing that should be expected. Nothing drastic as far as impacting the information but it was a bit distracting at times. Also, although I did find some of the brand comparisons to be informative, it would have been helpful for kind of a 'global' summary of what to look for in different areas since the gazillion of brands out there obviously limit the comparisons to a very small segment of brands and foods available. Although they did include energy bars they didn't really hit on the more common sets of breakfast and snack bars such as Fiber One, etc. Nor any real discussion on prepared fresh fruits and salads (but I am cognizant that not everything can be included). Also, sometimes what separated an item on the 'good' side from one or more on the 'bad' side was not always clear when reviewing the nutritional information provided. Also, a very quick and short summary of recommended levels would help. Some things were touched on (e.g., amount of fiber) but a small chart about levels/limits for sodium, calcium, vitamins, etc would be nice--just a very small resource so we don't have to go look this information up in another venue, especially if we take this little book with us to the store, as I intend to do very soon (sorry if I missed it). Anyway, a nice resource for the money tho as one other reviewer noted, it is primarily a review of prepared commercial foods--a lot of it junk food. I have no problem with this as many people do use these items a lot. I tend not to use a lot of prepared foods but still, for some

of those I do use (cereals, some condiments) I think this will be a useful resource and worth the money. Just be aware this is NOT the resource for an in-depth analysis of fresh foods, sauces, etc. I am looking forward to hitting my local store with this little book in hand and looking at some of the items I tend to purchase and maybe make some changes now that I have even more information about what to look for beyond nutritional data and sugary (and derivatives) ingredients which is what I have primarily scoured labels for in the past. Will probably have security watching me closely LOL!

I read this book almost ten years ago and it has changed my life, a lot. The basic information on food manufacturing and deciphering food labels has definitely changed our grocery buying habits. We have used some of the food swaps covered in the book but primarily we have used the other information not covered by the color glossies. Like what to look for in an ingredient label, what to steer clear of in those labels or in the store. If you want to know what lies we can be told about food or what's acceptable to the government in the processing of food Read THIS Book. It will change how you eat and shop also where and what. You will never look at the grocery store and the products in it the same way again. As a closing note I can honestly say I have never bought my son a lunchable and as far as I know he has never eaten one. That I can directly attribute to this book and I am grateful. Also the information on food coloring turned out to be very right and true, For that we are eternally grateful to the publishers.

My only complaint was that the book received was not in excellent condition, though purchased new. It looked as if someone had read through it as the cover was folded. The book is very informative as is the whole series of Eat This Not That books.

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