

Shopping Guide

Adapted from Robb Wolf

Fruit & Veggies-

- Trader Joes has a great selection of frozen berries and vegetables.
- Hit the farmers market and buy what is in season.
- Avoid bananas and other tropical fruit. Buy local. Many of the supermarkets have anemic looking produce sections...I'd swear I see the same avocado from week to week in one store.
- Try buying some non-traditional veggies like Napa cabbage and some other goodies. Expand your horizons!
- Fresh vegetables are the best that being said however, you should ALWAYS have the following in the freezer from Trader Joes or the YDFM: Broccoli, green beans, asparagus, blue berries. TJ's has some other frozen veggies that are good but you MUST have these on hand. You can easily throw together a meal with some meat or chicken and a half bag of these veggies. There is always the excuse 'I don't have time to cook!' Keep this stuff on hand and you will have no problems. **FYI**-We make random checks to peoples homes to verify veggie stocks...just kidding, but man we should!

Fresh meat-

- Trader Joes and YDFM are good for grass fed meats. This is your first choice with all varieties of meat. Grass fed is better than organic with Organic Grass fed being the best. Free Range chicken, wild meat if available. Conventional cuts like London broil for beef and pork loin are good options if the organic and or grass fed options are not available. YDFM has a selection and The Decatur Organic Market is an excellent source but they are only open Wednesdays so plan ahead. Costco has good prices and good quality. Stock up! People tend to make bad food choices when they run out, Remember the 5 p's Prior

Planning Prevents Poor Performance. Don't be one of "those" people.

Fish and shellfish-

Your Dekalb Farmers Market has great seafood.

Trader Joes (No, I do not have stock in them) has a good selection of frozen fish and shellfish. They also have a canned Wild Alaskan Salmon. Great stuff for salads. When you buy any type of salmon make sure it is WILD. "Fresh" does not mean wild. They also carry a mild sardine called "Bella Olhao". I cannot stand other sardines. These are actually pretty darn yummy. Again great for salads, just pour in the olive oil they are packed in.

Eggs- Omega-3 enriched only. Costco has a great deal on these and they are top quality. Trader Joes is even better! Any major supermarket carries these however.

Store Interior:

Coconut milk- If you like curries this is a great carrier. Safeway and Raleys carry a Thai brand "Chakoh". No idea on the pronunciation. The two Asian food stores in town carry this one as well. Just a personal favorite but any coconut is good coconut milk.

olive oil- Pacific Sun or one of the other top shelf brands will lighten your pocketbook a bunch but they are amazing. You get what you pay for with olive oils. Trader Joes has a good base model that is ~\$7.99/liter. This is a good day-to-day olive oil.

Tomato paste/sauce Trader Joes to the rescue again. They have a canned marinara called "Sugo di Pomodoro". You can pour this over any meat/veggie dish and LOVE it.

Spices- The more the better. If you do not know how to cook, learn. Google specific recipes, look for examples on youtube. Ask for help on our blog, lots of people have been compiling many of their favorite recipes.

Green tea-Any

Coffee- Raleys carries an espresso called "Café La Llave". Buy a stovetop espresso maker from Pete's coffee and prepare to get wired.

All Items listed below can be found at either Trader Joes or the Farmers Market.

seeds

nuts (raw, but **not** cashews or peanuts)

nut butters

organic fruit and vegetables

unsweetened coconut flakes

nut flours (almond, pecan, and chestnut)

Based on the shopping list you could probably figure out what you are supposed to eat...here is a hint: it's not bread, rice, pasta nor potatoes. What **IS** on the menu? Glad you asked:

Protein - Every Meal:

Chicken – 3-4oz

Beef – 3-4 oz

Fish – 3-4 oz

Eggs – 2-3 whole eggs

Vegetables - Every Meal:

Vegetables – all varieties...as much as you want, especially:

Broccoli

Spinach

Kale

Cabbage

Asparagus

Onions
Tomatoes

Newsflash-More vegetables exist than those listed above, you may eat those...unless they appear on the "no-no" list below.

Fat - Every meal:

Nuts: raw or LIGHTLY roasted and preferably unsalted – small handful

Almonds

Cashews

Pecans

Walnuts

NO PEANUTS

Avocado – ½ of medium sized one

Olive Oil – use as salad dressing – 1-2 Tbs.

Newsflash 2- Fat does not make you fat. We recommend a moderate to low carb diet. It is healthy and effective. Ask questions! Do you see ANY processed food in this? Any sugar? Trans fats? No, no and no. It's whole, natural foods and you will thrive on it.

Fruit – Occasionally, always with protein!

In order of preference:

all berries

melons

oranges

grapefruit

tangerines

apples

Eat what is in season and local.

Coffee – Drink up

ABSOLUTELY NOT!

All flour products (bread/cake/cookies/scones/tortillas/pastries etc.)

All sugars

No Jamba juice! – too much sugar!

No Dairy (cheese/milk/butter/cottage cheese, etc)

No Mochas, No Latte, No Frappaccino's

No Artificial Sweeteners

No potatoes, corn beans or other starchy vegetables

Now...similar to the admonition to "eat this at every meal" the "absolutely not" category means....don't eat it! You have 10 weeks of introduction in which we will help you get your insulin levels normalized, clean up your digestive health and likely a whole slew of other considerations, all while losing fat and feeling better.