



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

David Zinczenko, Matt Goulding

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Much like the waistlines of America, the aisles of your grocery store are straining under the weight of too much food. There are more than 40,000 products lining the shelves of your local supermarket, and with every product comes a whole new host of inflated label claims: “zero trans fat!” “Cholesterol free!” “Good source of 9 vitamins and minerals!” The problem is these claims are just as bogus as the hyped-up foods they’re trying to sell.

That’s where Eat This, Not That! Supermarket Survival Guide comes in. It’s your best weapon against the food industry’s effort to obfuscate the truth about the food it’s selling. Building on the popular approach of the Eat This, Not That! book series, co-authors Dave Zinczenko and Matt Goudling have scoured the aisles of the supermarkets of America, and in so doing they’ve discovered that two seemingly similar packages can house foods with vastly different nutritional profiles. They’ve also folded in all-new material that will help you pick the most nutrient-packed produce; the leanest, tastiest cuts of meat; and the least contaminated seafood at the fish counter. In this book you’ll also find:

- 11 Secrets the Food Industry Doesn’t Want You to Know
- 20 Worst Packaged Foods in America
- Answers to The 5 Most Important Questions About Organic Food
- The Ultimate Sandwich Selector
- The Snack Matrix
- The Food Additive Glossary
- And the extended chapter, Drink This, Not That!

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Steven Kilgore:

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