

# The Grocery Store Survival Guide

*How to Outsmart Food Marketing  
in Under 60 Seconds*



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# Welcome



Every week (maybe multiple times a week!)

You walk into a place that has more impact on your health, energy, mood, digestion, and long-term wellness than almost anywhere else.

If you guessed the grocery store, you're right!

## *But... Here's the Catch:*

Food companies are banking on the fact that you're rushed, distracted, and trying to make quick decisions.

They spend millions designing packaging that makes certain foods look healthier than they are...

And they know exactly which words, colors, and phrases will make you want to impulse buy their product.

# You can outsmart all of it in under 60 seconds.

This guide gives you a simple, fast, foolproof way to “quick-scan” any packaged food and instantly know whether it supports your goals... or will derail your progress.

A client once told me she'd been buying the same granola every week for years... until she tried this method! She flipped the bag over, scanned it with these steps, and said out loud (in the middle of aisle 7):

**“Wait. I've been eating three servings without even knowing it?”**

That was the beginning of much smarter choices.

**Ready to outsmart the system and start shopping with more confidence?**

*Lets go!*



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# Your 60-Second Survival Strategy



*My simple 4-step system for reading labels like a pro*

You don't need to know every nutrition rule to make smart choices. This simple scan shows you what matters in under a minute.

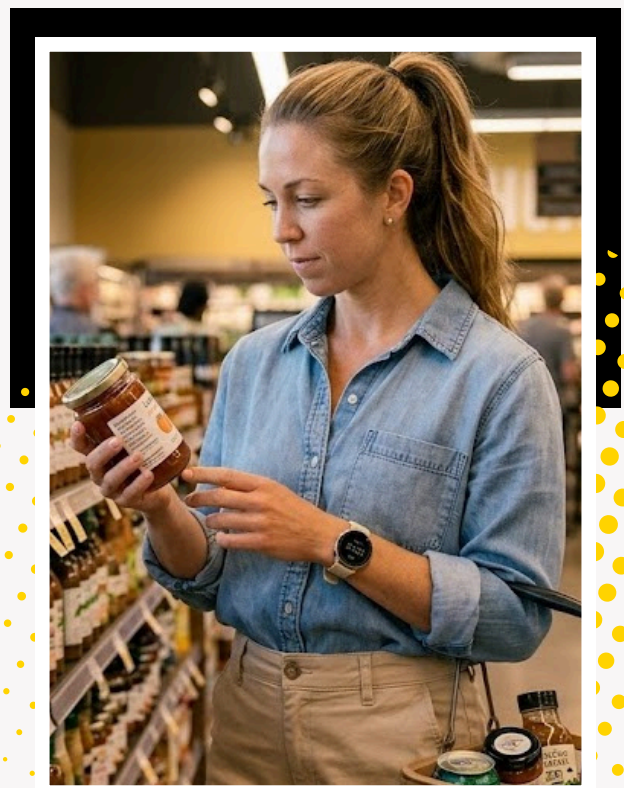
It's designed to help you ask the right questions, ignore marketing gimmicks, and instantly eliminate foods that could get in the way of your goals (whether that's losing weight, gaining muscle, or healing your gut).

## THE 4-STEP FOOD FILTER:

- 1 Ingredients**  
What's really in here?
- 2 Serving Size**  
How much are you actually eating?
- 3 Macros & Nutrients**  
Is this supporting your goals?
- 4 Marketing vs. Reality**  
Is the front of the package honest?

If you buy mostly whole foods, you'll rarely need this.

**BUT...** if you do buy packaged foods, this guide will show you how to spot the junk and pick the quality choices, **in under 60 seconds!**



# Ingredient List: Spot the Red Flags



Marketers count on you reading the front of the package.

Experts read the back.

## QUESTION 1: How long is the ingredient list?

- Short = food
- Long = a science experiment

**Longer lists (more than 5 ingredients) usually mean:**

- Heavy processing
- Added flavors or fillers (designed to make you eat more)
- Hidden sugars
- Less nutrition
- Ingredients you don't recognize



### QUICK TIP

Ingredients are listed in order: the first ingredient is used the most, and the last ingredient is used the least.



## QUESTION 2:

### Do you recognize the ingredients?

If it sounds like something you'd find in a chemistry lab rather than a kitchen, it's likely not a supportive option.

### Why this matters?

Marketers know you'll flip to the front of the box, not the back. That's why the truth is always in the ingredient list.

Your body knows what to do with real food. It struggles with additives designed to make you crave more.



### BOTTOM LINE:

If you do buy packaged, look for:

- A handful of simple ingredients
- Whole-food-based components
- No artificial dyes, sweeteners, or preservatives



# Serving Size: The Oldest Marketing Trick in the Book

*A label might look reasonable until you realize:*

- The serving is  $\frac{1}{3}$  cup
- You regularly eat 1 cup
- You've unknowingly tripled the sugar, sodium, additives, and calories

**What's the suggested serving size?**

*Why this matters?*

Labels often shrink serving sizes to make foods look "healthier." But if the listed serving is tiny (and you're likely to eat double), you're also doubling the amount of sugar, fat, and additives.

Not only that, but the **FDA allows labels to be off by up to 20% per serving.**<sup>1</sup>

If you're eating multiple servings, that margin stacks up fast!

**Watch out:** This is one of the oldest tricks in food marketing.

# Calories & Nutrition Breakdown:



## What's It Really Made Of?

Calories aren't "good" or "bad," but they do tell you how much of your daily fuel this food uses up. What matters more is what those calories are made of.

### Look for:

- Balance of protein, carbs, and fats
- Fiber, vitamins, and minerals

### Watch out for:

- Added sugars hidden in sauces, dressings, or "healthy" snacks
- Sodium that sneaks into packaged foods
- Saturated fats in excess

## Why this matters?

Packaging often highlights the one good thing ("high fiber!")... while hoping you ignore the stuff that actually affects your health long-term.

### Example:

Granola marketed as a "health food" can contain:

- 150–200 calories
- Per ¼ cup

Most people pour three times that!

# Nutrients That Work for You



Don't just focus on what to avoid. Look for what you want more of:

- **Fiber** aids digestion, keeps you full, and supports blood sugar balance
- **Vitamins & minerals** strengthen bones, immunity, and energy
- **Protein** repairs muscles and keeps you satisfied
- **Healthy carbs & fats** provide long-lasting fuel and hormone support

## TIP

Make sure your balance of carbs, fats, and protein matches your goals.

## Recommended nutrient ranges

|         |        |
|---------|--------|
| Carbs   | 20-40% |
| Protein | 25-30% |
| Fat     | 20-35% |

## Why this matters?

It's easy to get distracted by front-of-package claims ("packed with whole grains!"). Instead, check if the actual nutrition facts align with your health goals.



# 4 Marketing vs. Reality:



## The “Health Halo” Trap

Sometimes you'll see claims made on the front of food packages that make you think a food is healthy... but is it?

This is called the *“health halo effect.”*






Learn to treat those claims as a prompt to flip the item over and check the facts on the label.

### Watch for these buzzwords:







- ➔ **“Low-fat”**  
May mean added sugar to keep it tasty.
- ➔ **“Gluten-free”**  
Doesn't automatically make it healthier (refined starches can still be empty calories).
- ➔ **“High in \_\_\_”**  
A product can be “high in fiber” and still be loaded with sugar.
- ➔ **“Contains whole grains”**  
Read the ingredient list to see if whole grain is actually first on the list.
- ➔ **“Natural”**  
Essentially unregulated

**Quick-scan rule:** If a box screams even one benefit on the front, flip it and use your 60-second checklist: ingredients → serving size → nutrition panel.

## Red Flags to Watch For

-  Long ingredient lists full of unrecognizable additives
-  Sugar in the top 3 ingredients
-  Tiny serving sizes you'd never actually stick to
-  "Healthy" snacks with hidden syrups, concentrates, or starches
-  High-sodium foods disguised as "light" or "clean"

## Green Lights to Look For

-  Short, simple ingredient lists
-  Whole-food ingredients as the first item
-  Products where the primary ingredient is the thing you think you're buying (e.g., oats, chickpeas, tuna).
-  Nutrition facts that match the claim (ex. not 3–4 grams dressed up as "high protein")
-  Natural fiber — not added powders or isolated fibers
-  Balanced macros aligned with your goals

# The Coach's Top Picks:

## Cheat Sheet

*Things I look for when I shop.*

### Best Choices to Reach For:

Plain Greek yogurt or skyr

Nut butters with just nuts + salt (THIS is my go-to)

Rolled oats or steel-cut oats

Whole-food-based snack bars with minimal ingredients

Canned fish packed in water or olive oil

Chickpea or lentil-based pasta (fav brand is Banza)

Unsweetened almond, coconut, or cashew milk

Salsa with simple ingredients

Frozen fruits and vegetables without additives

Whole-grain or sprouted-grain breads

*Use this as your "Safe List" when you need convenience.*



# Simple Challenge

## Before Your Next Trip:

*Pick one item you buy every week.*

Run it through the 60-Second Food Scan.

Most of my clients are surprised by at least one thing on the label — either good or bad.

*Awareness is powerful*

# Congratulations, You're Now the Smartest Shopper in the Aisles!

I hope this guide has given you the tools to cut through the hype and feel confident making the healthiest choices at the grocery store.

Making small, smart shifts like these is an amazing first step toward weight loss, better body composition, & boosted energy.



But the grocery store is just one piece of the puzzle. Lasting results come from aligning:

- What you eat
- How you move
- Your daily habits
- Your metabolism
- Your stress and sleep patterns

When all of these work together, you have a clear, actionable path that makes it so much easier to hit your goals and actually maintain them.

# That's exactly what **My Coaching** is designed to help you with.

*Here's what you'll get when you join:*

- ✓ **A personalized roadmap** that integrates your nutrition, workouts, and daily habits — so you can stay consistent, balanced, and on track.
- ✓ **Custom meal plans, workout schedules, and habit-tracking tools** crafted for YOUR lifestyle, so you'll always know exactly what to do.
- ✓ **Built-in accountability** to keep you moving forward, with adjustments when life gets busy.
- ✓ **LIVE coaching + support** to help you tweak and optimize your plan so it always works for you — not the other way around.
- ✓ **Workshops and trainings** that go deeper into building habits that truly last a lifetime.



## Here's what a few of my clients are saying:



**Marie**

42 lbs & 32.75 inches gone. I'm 65 & feel like I got my life back.



**Haley**

I feel less bloated & I'm sleeping great. I'm also making conscious food choices instead of just grabbing something.

## Now It's Your Turn...

Don't stop with one healthy step — it's time to build a plan that helps you thrive.



[\*\*CLICK HERE TO BOOK A CALL\*\*](#)

We'll talk about your goals and see how **my coaching** might help you reach them faster. If it's the right fit, we'll map out your next steps together. And if not, you'll still walk away with a clear plan to move forward.

I'm excited to help you take control and can't wait to see what we can accomplish together.

**Click here to book your call now**  
**I'm ready when you are!**

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## REFERENCES

1. <https://pmc.ncbi.nlm.nih.gov/articles/PMC3605747/#:~:text=The%20Food%20and%20Drug%20Administration,shown%20here%20as%20dashed%20lines>