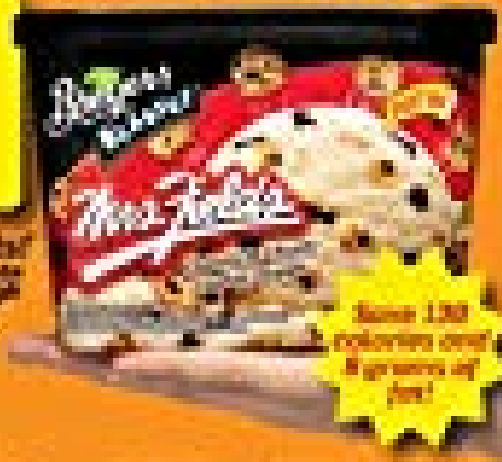


**ALL  
NEW!**

# SUPERMARKET SURVIVAL GUIDE

# EAT THIS

Thousands of easy food swaps that can save you 10, 20, 30 pounds—or more!



*Breyers Blended! High Chocolate Chunk Cream Cheese Iced Cream, 1.5 qt. \$4.99*

**Save 130 calories and 8 grams of fat!**

**SAVE MONEY!  
LOSE POUNDS!**



*Ben & Jerry's Chunky Dip Cream Cheese Iced Cream, 1.5 qt. \$4.99*

# ← NOT THAT!

BY DAVID ZINCZENKO  
WITH MATT GOULDING

*David Zinczenko*

**Eat This, Not That! Supermarket Survival Guide:  
Thousands of easy food swaps that can save you 10, 20,  
30 pounds--or more!**



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With more than 50,000 foods in the average supermarket, it's simply no wonder shoppers feel confused and overwhelmed. How do they know what to buy to eat healthier and prevent packing on pounds? So when food prices skyrocket, how do consumers know they're obtaining the best deals? Luckily they have *Eat This Not That!* The book's easy-to-carry format and highly visual design make it an ideal companion for the purse or shopping cart software. Newly revised and updated with all-new nutrition information and details, this expanded edition acts as a reliable bodyguard, steering buyers away from nutritional danger zones and safeguarding them with the energy of understanding. And the info inside, predicated on extensive research and market reporting, will finally put the shopper in control of his / her family's diet and wellness. *Supermarket Survival Instruction* - by David Zinczenko with Matt Goulding - the best authority on packaged foods, produce, and dairy and meats products within our supermarkets. On every web page, readers will see easy-to-follow tips and nutrition facts that help them make the best options for cutting calories, losing weight, and even saving cash!



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If you *must* eat junk food, that is a handy little reserve to have. PROS\*Easy to carry around. Fits nicely right into a purse. Beneficial to have this book. Because of this book and the research behind it, we can now get yourself a better idea of what we've been consuming at these restaurants.\*Lots of familiar items/mainstream restaurants included.\*Quickly identifies healthiest items on the menu.CONNS\*Fuzzy Math. A few of the comparisons don't make sense--like convert to the Baskin Robbins section--why is Rocky Street ice cream bad (290 calories, 15gfat (8 sat), 32g glucose), but Two Scoop Popular Fudge Sundae is great (530 calories, 29g unwanted fat (19sat) and 52 g of glucose. Buy it to file following to your Michael Moore and Al Franken comic books. Slick and appealing, with fantastic full-color images.?? This book is full of such comparisons where both options are not just what a person on a diet should be eating.\*I wouldn't take the caloric details as *fact*--For instance under the SONIC section, the authors list the Grilled Chicken Wrap as only having 380 calories but fails to mention that is without dressing. Double check the caloric content on the restaurant's website before eating. Everyone else should avoid. Evidently, Goldfish crackers are poor when they're coming from a vending machine (p. 193) but good when coming off a shop shelf. (216). That pie gets the same calories as three Big Macs? This is an excellent book.? Perfectly researched too, that is expected coming from the folks behind one of the most densely-packed, educational magazines, Men's Health.The simple truth is that casual eating restaurants have higher calorie meals than the much-maligned junk food joints. While the fast meals restaurants are now required to publish calorie, fats, and sodium contents, the casual restaurants have already been quietly fighting against needing them to release the same info.\*Pretty pictures\*Fun to read\*Easy to use. BOTH OF THESE ARE EXTREMELY TERRIBLE FOR YOU!Each two page section includes a high-calorie, fat trap food on the right, and a wholesome alternative on the left. Lots of known reasons for why one is a better choice than the other, and also quick lists of additional good choices (rather than so good choices) on the remaining and right. They enjoyed it and plan on buying more for relative Enjoyed it I enjoyed the publication. The sections are by restaurant, and by scenario type (like buying at the mall, or at any occasion party), so it's readable and get good ideas for how to make better meals choices. Therefore, we get praise for her majesty Michelle Obama, as the the author rips Hurry Limbaugh for daring to criticise her lecturing America about our diets. Outback's Aussie Cheese Fries have 2900 calories. Wow! The front cover is a PERFECT example for my argument. You'll learn a ton about the foods you are eating at restaurants, which is really worth the price of admission.Sean P. Logue, 2007 Sadly Politicised I wish I possibly could read a friggin' diet book without being beaten over the head with someone's politics. But keep in mind, to left-wingers like Zinzhenko, liberalism can be their religion and they couldn't create a publication

without mentioning it any longer than, state, a devout Christian could create a reserve without injecting their faith in Jesus Christ. The only negative is that you may never get fries once again, after you see all the things you could eat instead but still not hit the calorie count of the fries. But he doesn't prevent there. He must ridicule Hurry for his painkiller addiction, tying it to the reserve by saying it had been linked to his back pain, that was triggered by his being overweight, this means he shouldn't possess dared question the first lady. It'll stay in the kitchen and I will go through it before I go to the grocery store. In the event that's insufficient, he also praises the girl who sued McDonald's for "making her excess fat", which will go against the self-help/personal responsibility that books like this are said to be about. If you're a hefty lefty, then this is your daily diet book.)

WHAT?\*Contradictory. This book is a waste of time and money This book is completely retarded. Strongly suggested book, even if you aren't trying to lose weight. The author (David Zincenko who I personally like as a writer for his abs diet books) compares McDonald's Big Mac with the Whopper from Burger King. I'm sure he's correct on the nutritional information of the products, but if you really want to lose excess weight and consume healthy then you should eat NEITHER of them. Funny Good at the time for bachelors that could cook. happy with condition of book happy with condition of reserve And it is eye starting. I don't get it.. Essentially, this book ought to be titled "Don't consume THIS or THAT." Purchase this book if you want a comprehensive set of what foods you need to avoid. Very great information in this book. Handy on vacation. Informative book Gave it as gift. This simple, but effective layout conveys a ton of information efficiently. It gave me knowledge about some foods that I thought were healthful. Got that? Good buy Was a gift and they liked it :/ The seller was wonderful and affordable, the book wasn't what I thought it might be.. Interesting Good enough that somebody stole it from me. well do you know what?



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