

Navigating the Grocery Store

Have you ever gone into the grocery store and been 1000% confused? Questions such as 'what to buy', 'what's a good deal' and 'how much to buy so I won't waste anything' pop into your head. Well, here are 10 tips to get you in and out of the grocery store as quickly and pain-free as possible.

At Home

- 1. **Plan** - Map out the store you want to go to. If you have a favorite grocery store already, that is great, if not, do some research to find what is in your area
- 2. **Circulars** - circulars can be found in newspapers and many major grocery stores have them online. A great way to see what deals are out currently
- 3. **Basics** - What are the items you use most often? Are you a whole grain pasta type of person or mostly vegetables? These items are what you purchase consistently.
- 4. **Extras** - These items are based mainly on the circulars as well as your personal adventures. Questions to ask yourself are, 'What will my treat of the week be?' and 'What ingredient(s) do I need for the new recipe I want to try?'
- 5. **Make a list** - Separate by category to make navigating through the store quick and simple. Dairy, produce, etc

Navigating the Grocery Store cont...

At the Market

- **6. Stick to the List**- Don't stray into other aisles or feel it is necessary to go through every aisle.
- **7. Shop the Perimeter**- The healthiest choices are most often NOT found in the aisles! The perimeter of the store is where you will find produce, protein and dairy.
- **8. Grab those coupons!**- Major stores often have in-store coupons, printable coupons and savings club cards. All of these are useful resources when shopping on a budget. If you are more adept with clipping coupons, by all means do so!
- **9. Shop in Season**- Fruits and vegetable that are in season tend to be less expensive. The way to avoid the price differences with vegetables is to go frozen! Chock full of nutrients and quick to prepare on busy nights, they are your best friend for healthy in a rush!
- **10. Give yourself Credit**- As you are going through the process, give yourself a pat on the back for every choice you make for better health!

For more information or to inquire about grocery shopping trips, send an email to lifestylemotives@gmail.com. The first 15 clients to sign up will receive 25% off a one-on-one grocery shopping trip or video consultation.