



Supermarket Shopping

Good nutrition starts with the choices you make at the supermarket. Unfortunately, supermarkets are designed to get us to buy more than we plan to. Here are five tips to help you successfully navigate your way through the store:

1. Plan ahead – write a list of the foods you need and stick to it!
2. Focus on buying most of your foods from the perimeter of the store – this is where your core foods groups are typically located (fruit, vegetables, breads, dairy, lean meats, chicken and fish). From there, duck into the aisles containing the remaining products on your list.
3. Don't go grocery shopping when you're hungry – you'll be tempted to grab those snacks you've been trying to avoid! The same applies to shopping while you're thirsty.
4. Don't be tempted by multi-buy discounts – sure if it's on your list, and it has a reasonable shelf life, go for it! If you don't need it, don't buy it! You'll save money by leaving it on the shelf.
5. Avoid peak shopping times – the longer you spend waiting in line looking at the chocolate at the checkout the more likely you are to buy it!

Good luck!

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