KNOWLEDGE STOP

SHOP THE STORE'S EDGES

Prioritize the perimeter to find the most impactful, nutrient-rich foods. Here you'll find colorful produce, wholesome starches and grains, lean protein sources (meats, dairy, and alternatives), as well as many fats that give back (nuts, seeds, and oils).

BEFORE YOU GO

STEP 01

PLAN AHEAD

Think through the items you need and how many days you're preparing for. Having a list will help optimize the shopping process.

STEP 02

SHOP WHILE YOU'RE FUELED

Food fuels self-control. Help yourself stay focused by planning your trip to the store shortly after a meal or snack.

STEP 03

SEARCH FOR NEW FOODS

Sticking to the perimeter will allow you to veer slightly from the plan while still making great choices. Start by adding color to your cart.

WHILE YOU'RE THERE

STEP 01

FIND COLORFUL VEGETABLES AND FRUIT

Aim for at least four colors of vegetables and fruit at the store. The deeper the color, the more exciting it will be in your meals.

STEP 02

CHOOSE FATS THAT GIVE BACK

Find nuts and oils (often near the produce) to add flavor, texture, and beneficial fats to your cart. Aim for at least one new nut, seed, or oil each month for an exciting new flavor profile.

STEP 03

STICK TO LEAN PROTEIN SOURCES

Lean meats and low-fat dairy products provide great sources of protein for your lean muscle. You can also find protein from nuts, seeds, and dairy alternatives.

STEP 04

FIND WHOLESOME, HIGH-FIBER GRAINS

Seek minimally processed grains to add to your meals. You may have to venture into the aisles for some grains, but stick to your plan for this category and you'll be perfectly fine.