

# Eat Healthy. Shop Smart.

## Check In On Good Health At The Check Out

(NAPSA)—Supermarket superstores offer endless aisles of food choices, with more than 30,000 food products filling the shelves of more than 34,000 grocery stores in the U.S., according to the Food Marketing Institute.

“A planned trip to the supermarket can help shoppers make smarter choices and save time,” says Leslie Fink, M.S., R.D., a nutritionist at WeightWatchers.com. “What ends up in your shopping cart ends up in your mouth all week long. If you want to eat healthy, you’ve got to shop smart.”

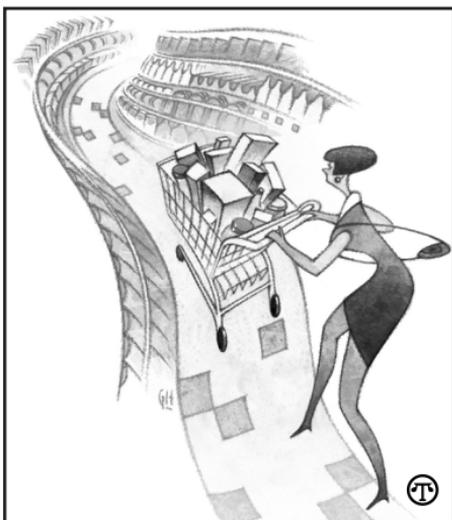
In cooperation with Supermarket Guru® Phil Lempert, Weight Watchers® has created a Smart Supermarket Shopping Guide with tips to make smart choices and save you time in your weekly shopping visits. A few of the best suggestions follow. Go to <http://www.weightwatchers.com/shoppingguide> for the complete guide.

### Healthy Eating Is In The Bag

**Plan ahead.** As the saying goes, “If you fail to plan, you plan to fail.” Think about your schedule for the week and the time you will have to prepare and to eat meals. Advance planning generally leads to wise food choices. If you have a few nutritious dishes mapped out for the week, you are more likely to stay focused and save time while shopping.

**Create a list.** After planning your seven-day menu, check your pantry and fridge to take inventory of what you need. Always add a variety of fresh fruits and vegetables for side dishes and snacks, and include great tasting treats you can enjoy without feeling guilty. Weight Watchers ice cream treats, snack cakes and chocolate candies come individually wrapped to help with portion control.

**Don't forget the staples.** Milk, eggs, juice, cereal, bread and yogurt. These basic food items are a good place to increase fiber and nutrition without increasing calories or fat. Opt for low-fat or fat-



free dairy products, and choose from a variety of grains including whole grains. Select from a variety of Weight Watchers cereals and breads to help you meet your fiber needs.

**Organize your list and map out your shopping route.** To get through the supermarket quickly, organize your list according to the store layout. Be sure to shop the interior first for paper goods; cleaning products; packaged foods (canned, boxed and jarred); beverages; pasta, rice and cereal; condiments; and health and beauty aids. Then continue your shopping around the perimeter of the store to pick up the more perishable items on your list such as frozen foods; fruits and vegetables; meats; breads; and dairy.

**Purchase only the items on your shopping list.** Resist impulse purchases, which tend to be high-fat and high-calorie. However, we all fall prey to impulse shopping and if you deny yourself you will wind up spending even more. Allow yourself three impulse items and write them down as you buy them, that way you will feel satisfied and still stay on budget.

**Eat before you shop.** Never go to the supermarket with an empty stomach. You are likely to end up with more food than you need and more fattening selections.