Eat Clean Live Lean



• BRAD GOUTHRO •

with Danielle Prestejohn

7 Shopping Tips & Strategies To Live Lean

The biggest misconception when it comes to "eating clean" is that you have to eat the same tasteless and boring foods over and over again.

It's true, you can get stuck in your same old ways and prepare the same meals over and over again. But now that you've invested in over 200 recipes via the "Eat Clean, Live Lean Cookbook, you will never get stuck in a rut again. You'll be eating a wide variety of quick, healthy, easy, affordable, and delicious meals everyday. Say goodbye to boredom!

So now that you have the recipes and instructions on how to cook the food, you now need...the food!

I'm now going to take you through a few important tips and strategies when it comes to shopping for food. Follow these tips and you will be living lean in no time!



There are a few staple foods in the *Eat Clean, Live Lean Cookbook*. In other words, you will be using these ingredients a lot.

I highly recommend you stock up on the following non-perishable items when you see them on sale. These non-perishable foods will not go bad for months, so clean out your cupboards and pantry and make some room for these staples.

Non-perishables to stock up on:

Milk Alternatives-

You won't find any recipes in the *Eat Clean, Live Lean Cookbook* calling for dairy milk. The majority of recipes requiring "milk" will either require *coconut milk or almond milk*.

Nothing adds a rich and flavorful taste to baked goods, broths, and sauces like unsweetened, canned coconut milk (you can also opt for coconut milk from a carton). However, if you prefer canned coconut milk, stock up when you see it go on sale. Coconut milk from a can will last for months in your cupboard. Just be sure after you open it, to remove it from the can, refrigerate it, and use it up within a few days.

Most almond milk brands served in a carton can be stored at room temperature (until you open it). Therefore, stock up when you see a sale.

Flour Alternatives-

You won't find any recipes in the Eat Clean, Live Lean Cookbook that calls for conventional white, wheat, or whole grain flour. So if you have any of those in your cupboards, feel free to donate them to the trash.

The types of "flour" I want you to start using mainly comes from nuts and coconut. Nuts are great for snacking on but they are also excellent to grind up and use in place of conventional flour. Please note, nut and coconut flour does have different textures and properties than the flour you're used to, so be prepared to experiment.

When grinding up nuts, be sure to opt for the skinless (blanched) types. When nuts with the skin (unblanched) are grinded up, it's more of a "nut meal" consistency than a "nut flour" consistency.

Coconut flakes can also be grounded up and used for flour, or just go with the actual coconut flour.

Be sure to store nut flour and coconut flour in airtight containers and use up within 30 days or so. If not, store in the fridge.

Non-perishables to stock up on (continued):

Nuts & Nut Flour - Even though you'll be using "nut flour" in many recipes, the whole nut is also an excellent nutritious snack that is very filling. It also adds a lot of taste and texture to any entree. There are many different types of nuts to choose from and each has a different macro- and micronutrient profile. It's important to focus on nuts that aren't too high in the inflammation-causing omega 6s (consuming a daily dose of omega 3 fish oil will also help reduce inflammation). With this in mind, the best nuts to stock up include: macadamia nuts, hazelnuts, pine nuts, almonds, brazil nuts, pecans, and pistachios.

As with the nut flour, be sure to store the nuts in airtight containers and store in the fridge if keeping for longer than 30 days.

Coconut Oil - don't let the high-saturated fat content scare you. Saturated fat from healthy sources IS NOT harmful to your health. It's actually beneficial to many essential functions in your body. It's also excellent to cook with since it's safe over high heats (without oxidizing), it tastes incredible, and it keeps for long periods of time in your cupboard. Go with unrefined virgin or extra virgin. Also feel free to moisturize your skin and hair with it. I'm serious!

Olive Oil - go with virgin or extra virgin olive oil and use it mainly for drizzling over already cooked dishes and salads. Heating olive oil over higher heats can lead to oxidation and hurt the flavoring.

Nut Oil - if you're looking for a different tasting flavor but still want the health benefits of olive oil, try walnut or macadamia oil. Similar to olive oil, use it mainly as dressings over already cooked food to preserve the nutrients and flavor. Heating nut oil can cause a rancid taste and oxidization. Store it in the fridge.

Sesame Oil - use this oil for its flavor. Although I'd prefer you to use coconut oil on a daily basis, the occasional stir-fry using sesame oil is more than allowed. It stands up fairly well in heat and, as mentioned, adds a lot of flavor to salads and sauces. Store in the fridge after opening.

Non-perishables to stock up on (continued):

Spices-

Spices are your secret weapons to living lean. Make any tasteless meat and vegetables meal a delicious affair simply by adding a mixture of flavorful spices. You could go with fresh whole spices for maximum taste and flavor however to save money and time, simply buy a spice rack that already has the pre-grounded spices included. Most spices begin to lose flavor after 6 months, so be sure to use them up or simply freeze them. You can save money by buying spices in bulk so if you find a few favorites, stock up on these and use them as often as you like. It's a great way to add flavor without any added calories.

Sweeteners-

Surprised to see this listed? As mentioned, eating clean does not mean eating flavorless meals. Adding the right types of natural sweeteners (in moderation) to your meals can also boost your antioxidant intake. Natural sweeteners include raw honey, pure maple syrup, and natural (no sugar added) dried fruits like dates, apricots, etc. Also, many of the recipes call for Stevia which is a natural no-calorie sweetener. Stevia can be purchased in liquid or powder form.



There's something to be said for fresh, high quality ingredients. The difference in taste is undeniable. Whenever possible, skip shopping at your big-boxed grocery store and opt for the local farmers markets. You'll be surprised how competitive some of the prices are. Or better yet, start growing your own food if possible!

Lets face it. If a sauce, condiment or dressing is pre-made in a factory, there's a very good chance it contains unhealthy ingredients like sugar (high fructose corn syrup), refined oils (vegetable and soybean oil), high amounts of salt, and other artificial sweeteners and preservatives.

It's up to you to take the control back by making your own simple sauces, condiments, and dressings.

Many of the recipes in the Live Lean Cookbook will show you how to make your own healthy sauces, condiments, and dressings. Make Your Own
Sauces,
Condiments, &
Dressings

Rather than cooking a meal for one, why not double the serving sizes and save the leftovers for lunch at the office.

Cook and slice up extra meat, chicken, eggs, etc. and store in Tupperware to snack on as a healthy protein source.

When dicing up your veggies, peel, dice, chop, etc. the whole bag of red pepper or cucumber and store in baggies. That way you can bring healthy veggies to munch on during a business trip.

Preparation is everything. Think ahead and prepare for success.

Cook and Prepare in Bulk

Tip 5

When on Sale: Buy your Protein Sources (or other freezable foods) in Bulk

Save money in the long term. Whenever you see your staple foods go on sale, load up and store in the freezer. Simply remove the food from the freezer 1-2 days before you need it and allow it to defrost in the fridge.

Not only will you be saving money, you'll also be saving time as you'll have less frequent trips to the grocery store.



1. Good Quality Blender: A good quality blender should be powerful enough to blend, chop, pulse, and grind foods like veggies, frozen fruit, ice, nuts, etc.

They're great for not only smoothies, but also soups, and chopping veggies quickly.

I can't say this enough. Invest in a good quality blender. It'll save you money (and time) over the long term. I love the Vita-Mix. It's been well worth the investment.

2. Slow Cooker: This one is a gold mine. It's not a quick fix, but it takes little prep time, and very little skill. Simply add a protein source, cover with a healthy sauce, add in some veggies, and spices, and top with the lid. Turn on, walk away (or go to work), and come home to a delicious smelling kitchen with food ready to eat.

Perfect for any busy professional. They're also very cheap to purchase as well. I bought mine for \$40.

- **3. Food Processor (optional):** If you buy a higher end blender, you won't need a food processor as your blender can chop veggies, and grind up nuts. However, if you opt for a cheaper blender, having a food processor can save time when chopping and grinding food.
- **4. Juicer (optional):** I've been juicing now for a few months. It's great for a quick infusion of vitamins and minerals into your blood stream. These run for \$100+ so it is optional.

1. Sharp Knives: Sharp knives will save a lot of time and frustration when chopping and slicing meat and veggies.

2. Cutting Boards: Buy three different cutting boards and allocate one to veggies, one to chicken, and one to red meat. This will help keep things clean and sanitary.

3. Storage Containers (Tupperware & freezer bags) – Since you'll be cooking in bulk, use these containers for storage.

4. Food Weight Scale – You don't need to weigh your food forever. However, it's a good practice to start when you're just beginning to understand the nutritional value of food.

5. Spice Rack (with spices) – Spices will keep your whole natural foods tasting great.

6. Frying & Sauce Pans – Living lean is all about cooking foods. You'll be using these a lot.

7. Water Filtration System – Get ready to drink a lot of water. A water filtration system like a Brita Container will keep your water clean and free of unhealthy chemicals making their way into our water system.

Tip 7

Stock Your Kitchen with The Right Lower Tech Tools

Watch this video where I share all my kitchen tools: http://www.youtube.com/watch?v=uGx3L2Rvfmc