

Everyday THE SUPERMARKET ISSUE FOOD

FROM THE KITCHENS OF MARTHA STEWART LIVING

SHOP SMART, EAT BETTER

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ASK THE EXPERTS

be a savvy shopper

Navigate your grocery store like a pro with advice from a coupon queen, a retail guru, a healthy chef, and an award-winning bagger.



Stephanie Nelson
Author of The Coupon Mom's Guide to Cutting Your Grocery Bills in Half

Flex savings

The key to using coupons is being flexible about brands. Trying a new one may save you the most, and you could even discover a better product!

Clip and carry

When you see coupons in the newspaper for items you know you'll buy, cut them out and store them in a checkbook-size accordion file that you can keep in your purse or car. This is especially helpful during quick midweek trips when you don't have time to plan.



Paco Underhill
Author of Why We Buy: The Science of Shopping

Time it right

You know the rule: Never shop tired or hungry. The ideal time is around 10 or 11 A.M., when you're still fueled by breakfast and aren't too worn out by the day.

Know your numbers

Only buy what you know you can eat—especially in the produce aisle, which has the highest markup in the store. Up to 30% of what we purchase ends up in the trash. To avoid overdoing it, make a shopping list and note how many of each item you think you'll need.



Chad Sarno
Healthy eating chef from Whale Foods Market

Bright idea

Make your cart as colorful as possible in the produce aisle. Each color in fruits and vegetables contains different disease-fighting phytochemicals, so snagging a variety means you'll have a wide array of healthful compounds.

New directions

Get out of your comfort zone and aim to buy at least one new healthy item each trip. Try Swiss chard, kohlrabi, or farro. You'll quickly expand your repertoire and boost the number of nutrients you take in.



Stephanie Teteak
National Grocers Association 2012 Best Bagger Champion

Pack your bags

Placing boxes such as cereal or pasta along the sides of a bag gives it more structure and support, so you can continue filling it without worrying that it will burst.

Take the chill off

Of course, you wouldn't want to bag frozen items, such as vegetables or ice cream, with a warm rotisserie chicken, but also be sure to avoid putting them next to bananas. Exposure to cold will give the fruit brown spots even before you get home.