

TJA NUTRITION BASICS

VOL. 1



➤ **Basics to smash your goals**

➤ **FAQs**

➤ **Shopping smart and healthy**

DISCLAIMER...

Please be aware that I am not a qualified or insured nutritionist or dietitian. The information presented in this document is knowledge and information gathered and researched over 8 years working with real life clients face to face and achieving results.

This information has also been crafted and fortified through studying a Bachelor in Sports and Exercise Science with a minor in Nutrition at Edith Cowan University.

Before changing or altering your eating or lifestyle habits, it is encouraged to visit your local doctor or General Practitioner.

Everything in this document is suggestions to benefit your lifestyle. In some and very few instances, specific meal plans are required and this should only be advised by qualified dietitians.



WELCOME...



Hello you lovely human,

Welcome to your easy and simple guide to nutrition. Such a broad topic, we wanted to create a document that helped your every day human with making healthier choices. NO meal plans, NO fad diets, just making better decision to better your health. We also want to make sure you can do it financially.



My name is Coby Freeman and I am not a qualified nutritionist or dietician. I am an exercise and health professional who has worked with real life clients, working thousands of hours with these clients and getting long term results.



This isn't a program telling you what to do, these are suggestions for you to take on board and find what works for you, your lifestyle and your body.

. I want YOU to gain as much as you can from this booklet, so please ask questions through social media and provide feedback..



Your results will come down to you, your commitment to the program, your commitment to your diet, your commitment to wanting to learn and your commitment to take all of these tools I will provide to go on your own!

I hope you get something out of this booklet that will help you achieve your goals.

HOW TO USE THE BOOKLET...

This awesome booklet has been carefully crafted to ensure no matter your level of experience, we can give you the optimum level of education, and ensure there is an appropriate level of understanding.



Each segment will have 2 colours of information:

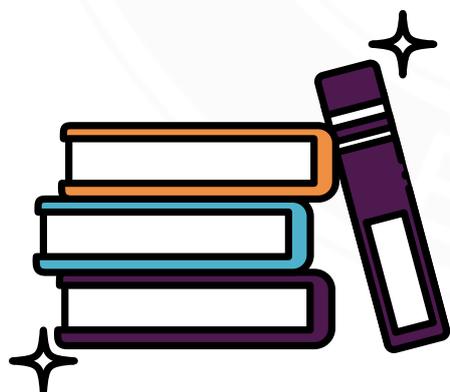
Green = Beginner

Head straight to this information to see the simple summarised version and to make sure you are not overloaded with information.

Orange = Advance

Here we will go all nerded out for those who are pretty experienced and want a FULL understanding of the topic at hand.

If the information doesn't have a colour code, it is most likely general information! The black writing is usually pretty important, so make sure you don't skip it!



Get what you need out of this document, and remember to shoot any questions our way through social media.

This booklet is a very simple and basic explanation to main topics TJA covers in nutritional webinars and seminars. It is used to educate and create questions to develop a better understanding.

WHERE DO WE START...

Before you look at what you eat and what exercises to do, there are two things you **MUST** make sure you improve on:

- 1) Water intake
- 2) Sleep

If these two are not a focus, everything else will be affected to various degrees.

1) Water intake:

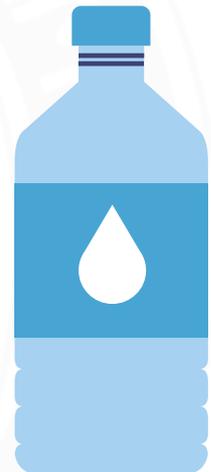
The most simple way to think about it is 3.0L per day is minimum. This means no exercise, simply going about your day as usual, you need to consume minimum 3.0L per day.

Hot tip: Carry a large 1.0L water bottle with you.

1st bottle started as soon as you wake up and finished by morning tea

2nd bottle finished between lunch and end of work

3rd bottle finished by bed time



2) Sleep:

Don't get me wrong, I understand what a busy life has to sacrifice, being a uni student who works full time and has a beautiful relationship, sleep is usually sacrificed.

8 hours per night is optimum, try your absolute hardest to get this sleep in. Muscles don't grow in the gym, it is when you sleep they re-build and grow bigger. While trying to lose weight, lack of sleep can increase appetite and can even increase how much energy your body is burning (we discuss later. how burning fat = weight loss). Your body will go into survival mode without enough sleep and try to limit how much energy is being burnt.

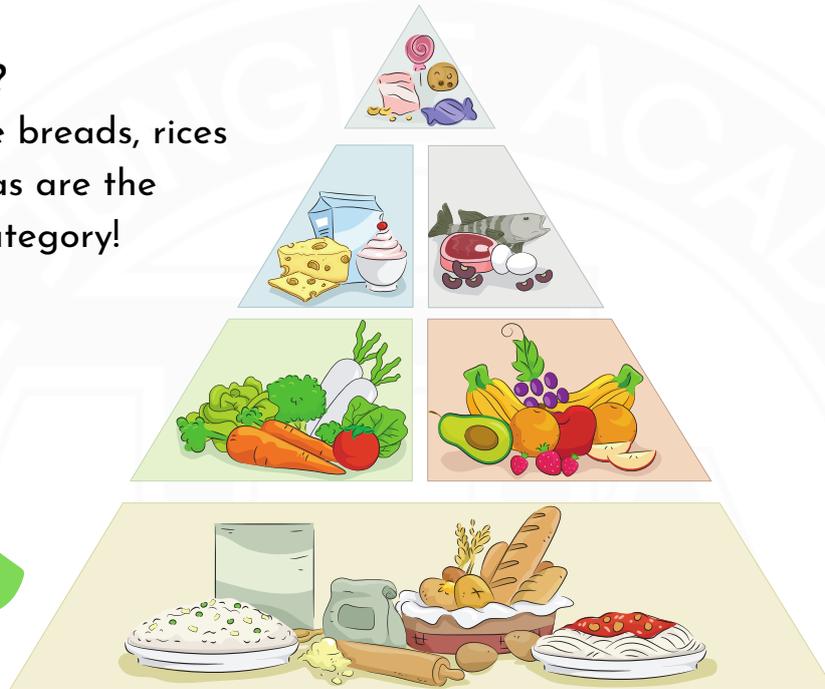


THE FOOD PYRAMID...

Let's talk about how your food is categorised and look at the food pyramid, your probably would have seen these at school!

What?!?!?

Carbs like breads, rices and pastas are the largest category!



There is no need to "re-invent the wheel", meaning; the food pyramid has had an incredible amount of research into proving why it is a successful concept as to what a healthy diet looks like.

It is important to note that carbohydrates are our body's main energy source. In particular it is the only energy source for our brain!

Fruit and vegetables are vital in surviving. Especially longevity and preventing the nasty cold's and flu's.

Meats and dairy although can be substituted, research suggest the optimum diet contains moderate levels of both. Environmentally it is beneficial to reduce both of these categories.

Of course you high sugary processed foods are discouraged, nothing is ever OFF-LIMITS, but eating these foods very rarely will help your nutrition immensely.

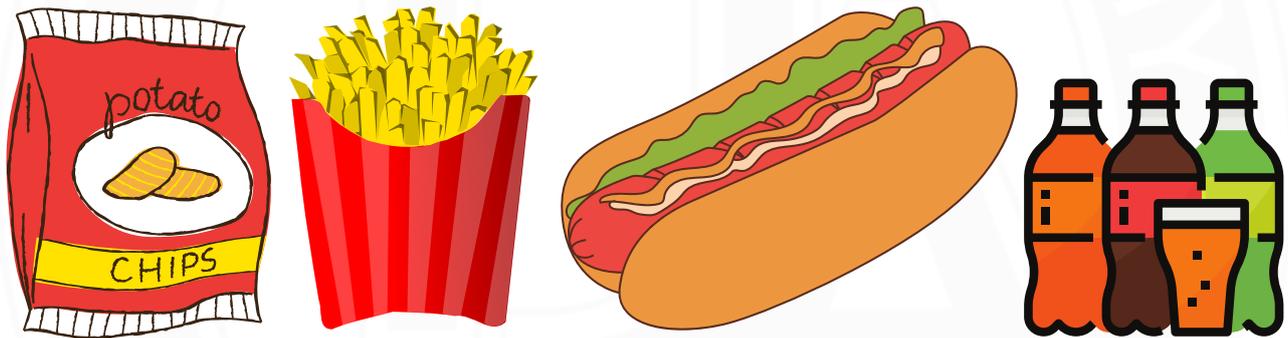
KEEP IT SIMPLE...

If you are new to focusing on nutrition and working on your diet, keep it simple.

If the food you want to eat has come straight from the ground or has had as little contact with humans as possible, it's good!

If the food has been processed and altered and had things added to it, reduce how much you have!

Eat less of:



Eat more of:



By following this simple rule when you are shopping you will soon notice improvements in your health (and probably your budget) as the food you are eating is more organic and nutritious and less sugary.

WHAT ARE CALORIES...

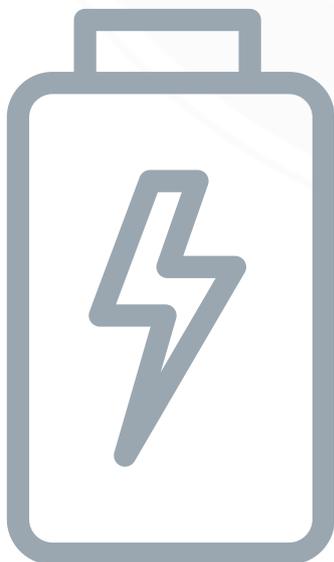
This has to be one of the biggest questions I get asked from newbies. Later on in this booklet we will outline how calories play a vital role in whether you want to specifically gain muscle or lose fat (or both).

To keep it simple;

- Calories are a unit/measurement of energy
- You gain your energy from your food, all food/drinks consumed contain a certain amount of calories
- Your body is built to survive, if you consume too many calories, your body stores it as fat
- If you don't consume enough calories, your body goes into its stored energy (fat) and burns that

*** This is why spot reducing fat (sit ups burn tummy fat) is false and only used to advertise and sell programs. You cannot spot burn fat, sadly we don't get to choose where the energy is burnt from (fat reduced from)

- We were all originally cave men and women, fat around our belly specifically was and is important for heat and protection. The fat around our belly was always meant to be there to protect our vital organs, this is why usually it is the last place we lose our excess fat



WEIGHT TRACKING AND SCALES...

You have most likely heard somewhere along your journey that as exercise professionals we try to avoid how much we rely on scales to justify results.

Here are some quick reasons why:

- Most scales have slight inaccuracies, so weighing yourself at home and the doctor could see different results
- Everything you consume (eat and drink) and excrete (urinating and pooping) will either add or take away weight
- Muscle does in-fact weigh more than fat, so if you are losing fat and gaining muscle you may find that your weight doesn't change very much or even goes the "wrong" way
- Time of day is very important, by the end of the day (depending on your toilet routine and how much you sweat) you typically weigh more. if you weigh yourself all different times of the day it will certainly not be accurate
- Weight is used alongside your height to work out your BMI, although it can be a good gauge, again there isn't a lot of accuracy. If someone is 5ft 1 and weighs more than they should due to a large amount of muscle mass, they can be deemed "overweight" or even "obese"

So, in short, scales are great as a slight indicator for progress, however before and after photos can show a lot, and in gym testing such as; how long does it take you to row 1km or how many assisted pull-ups you can get in a row!

LETS TALK SUGAR...



Sometimes to understand how sugar affects our body, it is easier to understand what sugar is, as per Wikipedia: "Sugar is the generic name for sweet-tasting, soluble carbohydrates, many of which are used in food."

We will go into what carbohydrates are later on, but it is important to note that sugar is important to function, however it is excess that is common and will lead to the storing of fat.

The science:

To go into a little more detail, here is how eating sugar (and other carbohydrate compounds) are then stored as fat;

- 1) You consume the food (candy bars, soft drink, some jarred or canned sauces)
- 2) The food goes into your stomach and is digested
- 3) The sugar is then transported through the blood stream where your pancreas will sense high blood sugar levels and secrete insulin
- 4) Insulin will make the sugar (also known as glucose) go into certain cells including liver and muscle cells
- 5) The transportation into these cells are for the purpose of being used as immediate energy
- 5) The excess energy that isn't stored in these cells, is stored in fat cells
- 6) Storage in fat cells is where you can see the change in an individuals composition but also visceral fat which can't be seen. This is fatty tissue around the organs. When you see some people eat horrendously but they don't seem to change their composition, it is the visceral fat that is concerning.

Summary:

Sugar is needed as instant energy, however overconsumption will store sugar as fat. Natural sugar is better processed, it will still have a similar effect.

WHAT'S IN OUR FOOD...

There are 5 components of food you should consider:

- 1) Carbohydrates
- 2) Fats
- 3) Proteins
- 4) Vitamins
- 5) Minerals



Examples:

1) Carbohydrates:

- Breads, grains, and pasta
- Nuts and Legumes
- Vegetables
- Milk
- Fruits
- Snack Foods
- Sauces and condiments

2) Fats:

- Dark Chocolate
- Nuts
- Eggs
- Avocado
- Nut and Seed Butters
- Olive Oil
- Fish

3) Proteins:

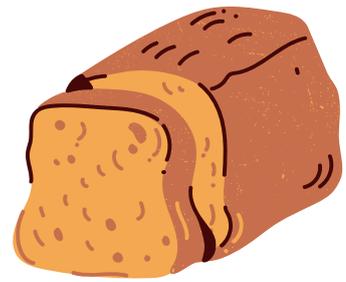
- lean meats
- poultry.
- fish and seafood
- eggs
- dairy products

4/5) Vitamins and minerals:

- Certain amount of some vitamins and minerals found in all foods



CARBOHYDRATES...



There are two types of carbs, simple and complex carbohydrates:
Simple carbs are made of one (monosaccharide) or two (disaccharide) sugar molecules.

Simple carbohydrates:

Glucose = Main energy source for the body, every cell relies on this energy.
The building block for all carbohydrate

Fructose (fruit sugar) = found in food such as fruit and honey

Sucrose = White crystallised sugar which is a disaccharide (50% glucose and 50% fructose)

Lactose = Another disaccharide found in milk and milk products

Complex carbohydrates:

Starch = Commonly found in beans, pasta, vegetables, rice and cereals

Fibre = grains, beans, cereal and nuts

Simple vs complex carbs

Simple carbohydrates = Important instant fuel source

Complex carbohydrates = Important as there is more nutritional benefit in complex carbs and are more filling types of carbs with a slower release of energy.

Carbohydrates are the main energy source of the human body. Depending on what the type of carb you consume will depend on how the energy is released (fast or slow), and your activity level will depend on if it is stored or used.

FATS...



2 types of fat include;

- 1) Saturated
- 2) Unsaturated

Saturated Fat:

Typically solid at room temperature, saturated fats include foods such as; fatty pieces of meat, some pork and chicken products, dairy products and coconut and palm oils.

Saturated fats are tightly packed units of fatty acid, there are no double bonds between these fatty acid units.

Unsaturated fat:

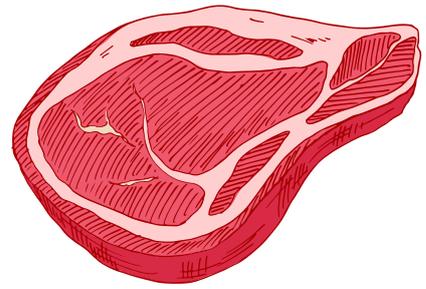
Loosely packed and typically liquid at room temperature. There are two types of unsaturated fats (mono and poly). Examples include; certain fish, soybeans, specific seeds and oils (canola, safflower, soybean, sunflower, walnut and corn).

Trans fats fall into this category and is your stereotypical "unhealthy fat" due to there being un-natural processes to create trans fats. Examples include; Baked goods, such as cakes, cookies and pies, microwave popcorn, frozen pizza refrigerated dough, such as biscuits and rolls, fried foods, including french fries, doughnuts and fried chicken, nondairy coffee creamer and stick margarine.

Is fat bad?

Fat is NOT the enemy, overconsumption has scientific proof to increase risk of heart disease. However small amounts of "good fats" is important as a back up source of energy and other health benefits. Avoid trans fats, limit saturated fats and consume moderate amount of unsaturated fats. See further for examples of better replacement fats.

PROTEINS...



Proteins are made up of amino acids, these amino acids can be used to repair muscles and bones, and to make hormones and enzymes.

- Animal proteins are considered "complete" because they contain all of the essential amino acids.
- Soy products also have all essential amino acids, however it is harder to consume the same amount of essential amino acids compared to animal protein.
- Plant protein usually does not contain at least one essential amino acids and is considered incomplete source of protein.

Examples of protein rich food:

- lean meats
- poultry
- fish and seafood
- eggs
- dairy products
- nuts (including nut pastes) and seeds
- legumes and beans - all beans, lentils, chickpeas, split peas, tofu.

Over consumption (which is difficult, however possible) can result in liver damage. This is usually consuming upwards of 200-400g+ per day of protein.

Protein

Protein is important to consume as it the main component we can consume to build and repair our muscles and bones from birth till the end. Animal proteins are the most effective food to consume for an appropriate intake of protein. Soy and plant proteins are also available. Overconsumption is possible and can cause liver failure, this would be an enormous amount (200-400g+ a day, 5 x the recommended amount).

VITAMINS...



Vitamins:

Organic compounds (made by plants or animals) that are either water or fat soluble (ever felt sick after having a multi-vitamin, if you have them on an empty stomach it could not feel so nice if there is no fat sitting in your stomach to assist with the uptake of those particular vitamins).

Fat soluble vitamins can be stored in the body, water soluble vitamins cannot, excess is removed via excretion of urine.

Vitamin A = Keeps vital organs working properly, vision and immune system health

Vitamin B = Cell development and growth

Vitamin C = Boost immune system and helps body absorb iron

Vitamin D = Build strong bones through helping absorb calcium, assist functioning of immune system

Vitamin E = protects our cells from free radicals, boosts our immune system and helps prevent blood clots.

Vitamin K = Important for healthy bones

Why are vitamins so important?

Vitamins are found in plants and animals and are compounds that help the body function and survive. The immune system relies on vitamins to fight off colds and flu's. Lack of vitamins means your body is not functioning optimally.

Getting your vitamins from plants and animals is the best option, sometimes if it is hard to get certain vitamins from food because of diet needs or preferences, supplements can be helpful or an efficient way to receive adequate amounts of vitamins.

MINERALS...



Minerals:

Inorganic compounds (come from soil and water). Some minerals like calcium we need regularly to grow and then there are trace elements we only need very small amounts of to sustain a healthy lifestyle.

Calcium = Crucial for health of bones and teeth, it is also critical in many metabolic, neurological and muscular functions.

Iron = Essential in building red blood cells

Magnesium = Plays an important role in regulating many processes in the body. Including muscle and nerve function.

Zinc = Plays an important role in immune function and is essential for growth.

Sodium (Salt) = Needed for proper fluid balance, nerve transmission, and muscle contraction.

Why are minerals important?

Similar to Vitamins, minerals are important to help the body function optimally. Crucially keeping your bones, muscles and brain running at its best.

HEALTHY ALTERNATIVES...

HEALTHY ALTERNATIVE

VS

NOT SO HEALTHY

Carbohydrates:

Fruit



- Quick release energy
- High nutrition content
- Vitamins

Whole Grain Bread



- More fibre and nutritious
- Less calories

Organic juice



- Natural sugar
- Nutritious
- Vitamins

Honey



- Quick release energy
- High nutrition content

Lollies



- Quick release energy
- Low nutrition content

White Bread



- Additives
- Heavily processed
- Not nutritious

Soft drink



- Additives
- Heavily processed
- Not nutritious

Table Sugar



- Quick release energy
- No nutritional content

HEALTHY ALTERNATIVES...

HEALTHY ALTERNATIVE

VS

NOT SO HEALTHY

Fats:

Salmon



- High nutrition content
- High in unsaturated fat

Avocado



- Nutritious
- High in antioxidants and fibre

Dark Chocolate



- Antioxidants
- Vitamins
- Minerals

Deep fried chicken



- Typically artificial
- No nutritional benefit (Other than protein from chicken)
- High in trans fat

Butter



- High in saturated fat
- Little nutritional benefit

Milk Chocolate



- High in sugar
- Heavily processed
- Little nutritional benefit

Please make it clearly noted that we are not saying any option on these two pages are healthy options or are foods you MUST eat.

These are healthier alternatives, better options and a demonstration of why one option is better or healthier.

WHAT ABOUT ALCOHOL...

The answer is simple... avoid alcohol as much as possible. If you have some big events coming up or celebrations that you feel socially you really must drink and celebrate, you have to live! Cutting things out works for few people but not most.

If you drink regularly, cutting down to very rarely will show results. If you rarely drink, not drinking at all for a period of time will also show great results. You need to find what works for your social life, without being completely care free.

The amount of clients I have worked with, who work their butts off and eat very well, but see little to no results because of their weekend benders or evening beers.

What does alcohol do to our bodies?

- 1) Decreases the amount of specific hormones your body releases which equals reduction in recovery (increase risk of injury and decrease ability to strengthen and increase muscle fibres)
- 2) Drinking, especially excessively will result in a huge increase in calories
- 3) These effects usually last multiple days even after consuming small amounts of alcohol



SUPPLEMENTS...

Don't forget the title, supplements. Magic pills and shakes, or even powders are usually expensive and can have harmful effects on the body if not used correctly.

Any good health professional will suggest only to take supplements if you can't get something from your diet. For example if you live a very busy lifestyle and at work you only have a 15 minute break, protein shakes might be a great and convenient way to consume protein. However if you have time to consume protein rich meals, there is no need to take protein shakes.

Seek advice if you feel like you are struggling to achieve certain goals, a lot of supplement stores work on commission and same with "athletes" who have discount codes. So feel free to DM [@thejungleacademy](#) or speak to a health professional you can trust.



ALTERNATIVE DIETS...

Without delving into each diet and the reason why it doesn't usually have long term success, heres some key points about alternative and fad diets. We are talking about your keto, paleo, caveman diets:

- There are always exceptions to the rule, some people find long term success on such diets
- Often these diets produce fantastic results, however most individuals don't typically enjoy the diet (even tho there are a tonne of yummy recipes). This results in trying to get back to a usual more easily to sustain diet. Switching for example from almost no carbohydrates to a healthy amount can cause the body to be shocked and react negatively (for a very non-sciency way to explain)
- These diets also don't teach you any sustainable eating habits, even if you reach your goal and maintain your goals while slowly getting back to a more enjoyable diet, if you ever fall into a "rut" you will have to revert back to the same diet.
- Life's here to be enjoyed, so cutting out the yummy things in life isn't the only answer
- Think about it this way;

Achieving results fast will result in also being able to lose these results fast. A long and sustainable approach will equal long and sustainable results.



EATING FOR YOUR GOALS...

In term of eating for your goal, it is important to note that some dietary suggestions are general and applicable for any goal, they are usually crucial for general health and well being.

- 1) Water intake and sleep (as stated prior)
- 2) Limit or reduce alcohol consumption
- 3) Consume a balance of macronutrients (carbs, fats and proteins)
- 4) Eat wholesome food (food that humans have barely touched)
- This will help increase consumption of vitamins and minerals
- 5) Limit sugar consumption
- 6) Supplements are **ONLY** to supplement anything you struggle to get from your diet.

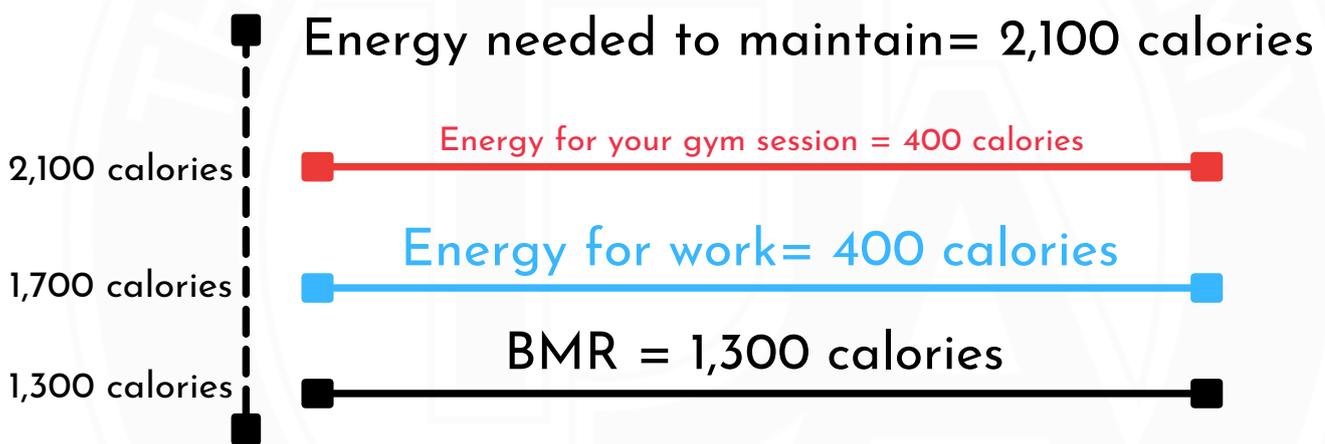
Over the next few pages we will give some hints and tips as to how you can work towards achieving your goals just by altering your eating habits and not being restrictive wih your eating.



WHAT IS YOUR BMR...

So, before we go into eating for your specific goals, we just want to touch on what your Basal Metabolic Rate (BMR) is as we have already gone over calories.

BMR = The amount of energy your body needs to consume to function at the absolute minimum; go toilet, sleep, sit down all day and eat. Below is an example (do not use these numbers as they are made up as an example).



In the example above, the person needs to consume 2,100 calories to maintain their body composition,

If this person consumes 3,000 calories, the 900 extra calories will be used to either help build muscle or store as fat (depending on what the body needs).

If they consume 2,000 calories (100 less than maintenance), they will likely withdraw this 100 calories from their fat stores.

It is important to note that eating too little or too much can have adverse health effects, more details on the next page.

SHOULD YOU FOCUS ON CALORIES...

If you are; new to the fitness journey or re-starting or already achieving small results you just want to continue. The answer is NO.

You can achieve a lot by focusing on what types of foods you are eating and your portion sizes. When you plateau, your exercise is maximised, you're drinking enough water and getting enough sleep, then we can talk about counting calories.

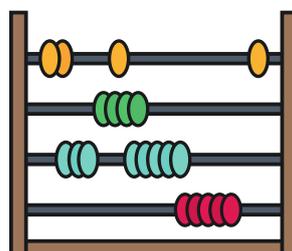
If you are already approaching this booklet needing more, you have been grinding away at your goals, ticking all the boxes, staying consistent and need more, calorie counting can be beneficial.

MyFitness Pal is a great app on all mobile phones that allows you to track how much food you consume and the nutrients your body is getting. Understand that EVERY calorie counting app uses fairly researched methods into working out your BMR and how much you should realistically eat, but don't forget this may not always be correct.

No matter what approach you take, you need to make sure you understand your body!

- Feeling extremely fatigued or unreasonably exhausted
- No progression over a long period such as 4-6 weeks
- Struggling to cope with various emotions

Some of these effects can be common and relate to many external variables, so taking time understanding and making sure you improve in other areas to narrow down where the problem is, is important.



GOAL: FAT LOSS

1) Make sure you eat:

- Carbs
- Protein
- Fat

That's right, some diets may suggest otherwise, but eating all macro's are super important in long term health! Remember we need energy, we need to recover and we also need to enjoy life and what we eat.

2) Control the amount you eat, discover and learn the difference between eating because you need to consume energy and nutrition, and eating because there is food present or readily available. Eat until you are satisfied, not full.

Doing this and reducing/limiting sugar and alcohol intake will help a lot. Exercising with this will ensure you are burning more energy than you are using.

3) Ensure your support network around you is on board, this means having a conversation with your nana about not wanting to eat until you are fuller than full! Housemates, partners, parents, siblings and friends can all do their part in not adding any pressures on your journey to eating healthier.



GOAL: MUSCLE GAIN

1) Eating enough is SUPER CRUCIAL!

Ensure every meal consist of a good portion of protein, for example;

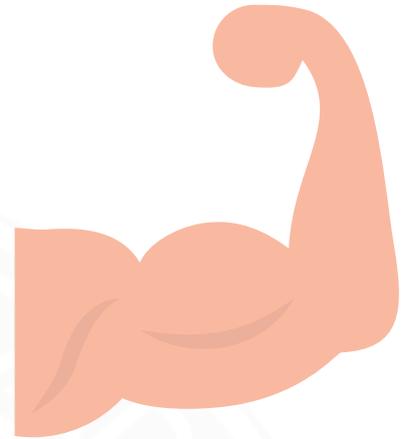
Breakfast = scrambled eggs

Morning tea = nuts and fruit mix

Lunch = Chicken curry

Afternoon tea = 4 bean salad and 2 rissoles

Dinner = Beef stew and rice



2) Ensure you are eating wholesome foods, it is easier to eat an adequate amount of calories if the food is poor nutritionally. Eating wholesome foods ensures adequate nutritional intake and calories to help those muscles grow

3) It is incredibly important to limit alcohol, on a very basic level, alcohol kills the growth hormones needed to grow muscles. Lifting weights and drinking don't typically go together.

GOAL: IMPROVE FITNESS/ GENERAL HEALTHY LIFESTYLE

Back to the basics listed previously!

1) Water intake and sleep (as stated prior)

2) Limit or reduce alcohol consumption

3) Consume a balance of macronutrients (carbs, fats and proteins)

4) Eat wholesome food (food that humans have barely touched)

- This will help increase consumption of vitamins and minerals

5) Limit sugar consumption

6) Supplements are ONLY to supplement anything you struggle to get from your diet.

GOAL: "TONING"

Firstly, let's answer what "toning" actually is, and there is a reason why we use quotation marks when talking about "toning". Scientifically there is no term such as "toning".

The common street definition of "toning" = a leaner more athletic look, having less body fat with some muscle. Simply it is increasing muscle and reducing fat.

Toning is simply following the previous steps to healthy eating and exercising regularly with a mix of weights/resistance training and cardio.

- 1) Water intake and sleep (as stated prior)
- 2) Limit or reduce alcohol consumption
- 3) Consume a balance of macronutrients (carbs, fats and proteins)
- 4) Eat wholesome food (food that humans have barely touched)
 - This will help increase consumption of vitamins and minerals
- 5) Limit sugar consumption
- 6) Supplements are **ONLY** to supplement anything you struggle to get from your diet.



SMART SHOPPING...

Let's just have a quick chat about how shopping for healthy wholesome meals can be affordable and made cheaper.

You as an individual or family need to decide what is more important, shopping that benefits your wallet or your watch.

Saving money can take a little more time/effort, which sometimes people may decide it is not worth the extra time to save money, and that is okay!

Everybody's financial positions are different. So, how can we shop smart?

The advice I am going to give is;

- Spend the time creating a shopping list of everything you need for the week, this can save time in store and also reduce the risk of grabbing unhealthy snacks or items
- Use online catalogues to find where the best place to shop for each item is.

You can attempt as many different shops as you have in your local area/as to how much time you wish to commit to saving money.

As an example, my partner and I (I eat twice as much as a racehorse, kind of) spend no more than \$150 per week on groceries (including toilet paper, soaps, those extra bits and bobs). This is from shopping between Woolworths and Spudshed, imagine if we also included Aldi, Coles, etc.

- Use click and collect, sometimes you have to run in and grab certain things you may prefer to pick yourself, otherwise most of your shopping is done for you

On the next page, we break down an example of a curry, all of the ingredients and comparing Woolworths, Coles and IGA.

SMART SHOPPING...

Ingredients List				
Title of ingredient	\$ Coles (per serve)	\$ Woolworths (per serve)	\$ IGA (per serve)	Lowest \$ per serve
Stir fry beef (50g)	1.20	1.20	1.21	1.20
Potatoes (30g)	0.12	0.15	0.12	0.12
Onions (10g)	0.25	0.15	0.29	0.15
Carrots (14g)	0.28	0.28	0.27	0.27
Beef stock cubes (0.25)	0.041	0.041	0.041	0.041
Plain flour (0.25 tbsp)	0.018	0.02	0.018	0.018
Curry powder (0.1 tbsp)	0.22	0.22	0.12	0.12
1kg cooked rice (30g – 9.16g uncooked)	0.012	0.012	0.018	0.012
Beans (10g)	0.02	0.03	0.026	0.02
Total cost per serve	\$2.16	\$2.10	\$2.11	\$1.84
	+0.32	+0.26	+0.27	
3 meals per day x 365 (1 person)	\$350.40	\$284.70	\$295.65	
3 meals per day x 365 (4 people)	\$1,401.60	\$1,138.80	\$1,162.60	

So amongst all of the chaos here, what we are trying to show you is;

- For different ingredients, each store were the cheaper options for at least one
- If you just shopped at Coles, you would actually paying the most per serve (\$2.16) vs shopping at each (\$1.84)
- Although this doesn't seem like much, lets say you save that much per serve for 3 meals per day, after one year you could save \$350.40
- For a family of 4 that = \$1,401.60 per year saved by shopping at various stores
- This did not take into account how cheap certain items can be from other stores such as; Aldi, Spud Shed, Independent Grocers, etc.

FINISHED...

Now that you have either read this, or skimmed over it, you are ready for the webinar that is paired with this booklet. Feel free to write a tonne of questions and either wait for the webinar or flick through to me on social media!

Any questions that are out of my scope of practice/experience, I will use my incredible network of support and find out for you!

See you soon,
Cobes