

KETTLE & FIRE PRESENTS

THE ULTIMATE **KETO** SHOPPING GUIDE



 **Kettle & Fire**



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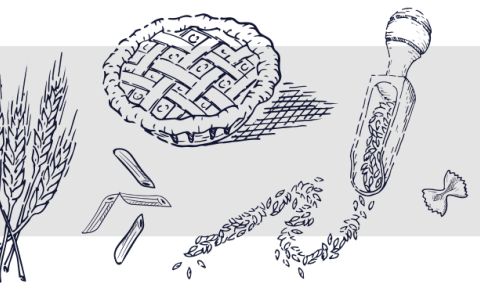
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Kettle & Fire



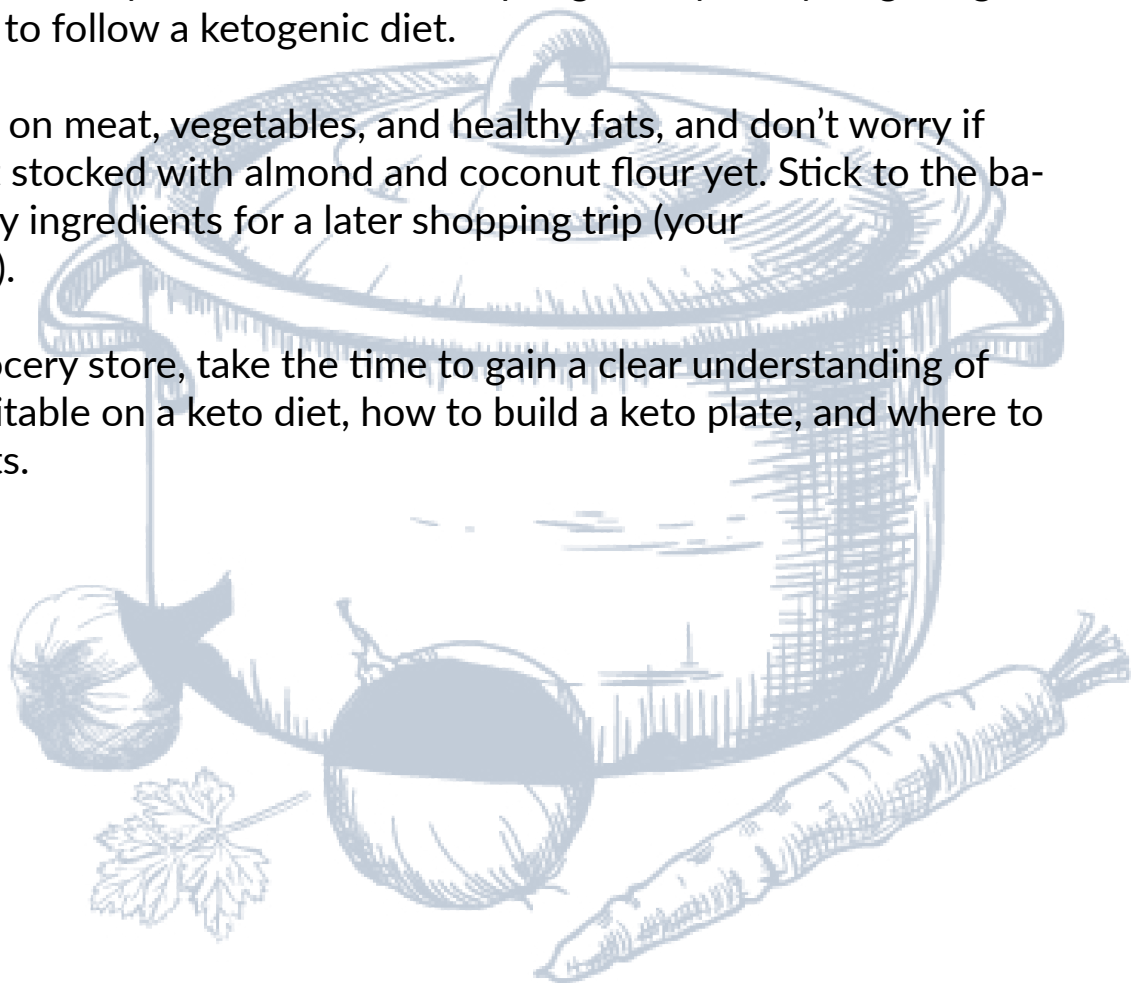
INTRODUCTION

You just started the keto diet and you're ready to stock your kitchen. But starting from scratch on a new diet can be overwhelming. What foods should you buy? Which should you cross off your list? Can you still enjoy snacks?

This purpose of this guide is to help you plan, shop, and meal prep for the keto diet in a way that works for you and your family. If you're just starting out, the trick is to ease in to the lifestyle, rather than attempting to buy every single ingredient you'll ever need to follow a ketogenic diet.

For now, simply focus on meat, vegetables, and healthy fats, and don't worry if your cupboards aren't stocked with almond and coconut flour yet. Stick to the basics, and save specialty ingredients for a later shopping trip (your budget will thank you).

Before you hit the grocery store, take the time to gain a clear understanding of what is, and is not, suitable on a keto diet, how to build a keto plate, and where to find quality ingredients.





CHAPTER 1:

What is the Keto Diet?

The keto diet is a high-fat, low carb diet. The goal of the keto diet is to enter ketosis, a metabolic state where your body burns ketones, rather than glucose, for energy. People follow the keto diet to lose weight, enhance their memory, prevent Alzheimer's, and treat epilepsy and other diseases.

How does the keto diet work? Your body can burn two things for energy: fat or glucose. When given the choice, your body will choose to burn glucose every time. To start burning fat, you must deplete your glucose stores (glycogen), to force your body into a fat-burning state.

HOW TO SWITCH FROM BURNING CARBS TO BURNING FAT

When you eat high amounts of carbohydrates, these convert into glucose in the liver (1). This causes your body to produce insulin (commonly referred to as an insulin spike, leading to insulin resistance), to help transport glucose through your bloodstream.

By removing carbohydrates and replacing them with fat, you are forcing your body to burn that fat for fuel. Specifically, the liver converts fatty acids in your body into ketone bodies, or ketones, your body's new energy source. When you increase your fat intake, your body responds by becoming "keto-adaptive," or more efficient at burning fat.

BUILDING A KETO MEAL: KNOW YOUR MACROS

There are three macronutrients: fat, carbohydrates, and protein. On the keto diet, you eat large amounts fat, small amounts of protein, and extremely low quantities of carbs.

Most people just starting keto can grasp the concept of low carb, but underestimate just how much fat they have to eat to enter ketosis. One of the most common mistakes when starting out on keto is undereating.

Your macronutrient goals will vary depending on your weight, lifestyle, and activity level. To enter ketosis, the average person will need to follow these macronutrient guidelines:

- 70-80% of your calories should come from fat
- 20-25% of your calories should come from protein
- 5% or fewer calories should come from carbohydrates

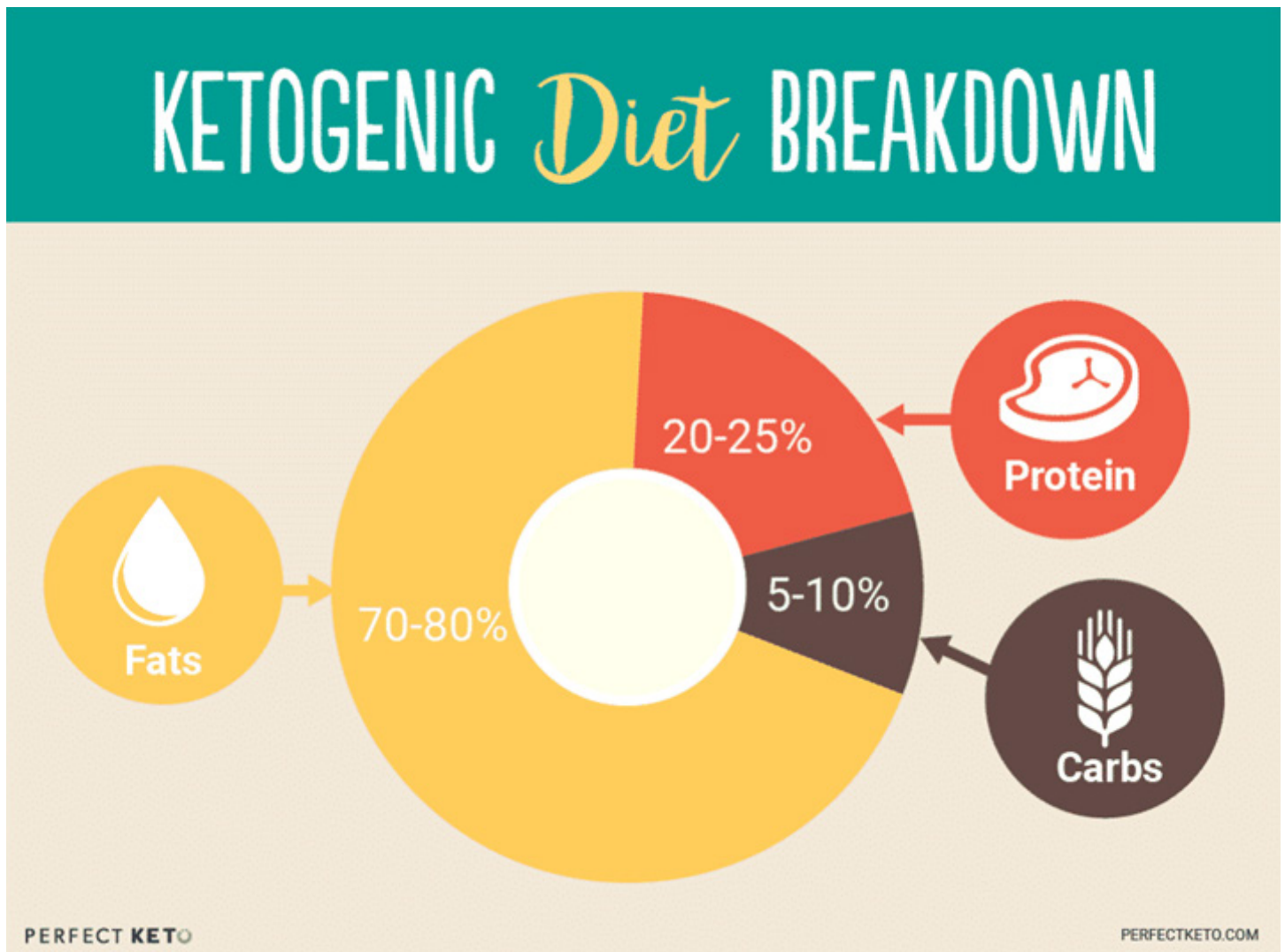


Image courtesy: [Perfect Keto](#)

If you consume 2,000 calories per day, your macro breakdown would come out to the following:

- 167 grams of fat
- 100 grams of protein
- 25 grams of carbs

THE DIFFERENCE BETWEEN TOTAL CARBS AND NET CARBS

Lucky for you, your three macros—carbs, fat, and protein—are required, by law, to be printed clearly on food labels. You can easily glance at a food that contains 10 grams of carbs, 1 gram of protein and 1 gram of fat, and instantly know it's not the best choice.

Or is it? Before you jump to conclusions, there's one small calculation you should make.

Calculating Net Carbohydrates

On keto, net carbs matter more than total carbohydrates when counting macros. Net carbs equals the total carbs (in grams) minus the dietary fiber (in grams).

Dietary fiber is in fact, a carb—just like starch and sugar. But unlike starch and sugar, fiber is indigestible (2). Instead, it passes straight through your intestines, rather than be broken down into simple sugars. Since fiber does not affect your blood sugar levels, you subtract it from your total carb count.

Going back to the example listed above, let's pretend that same food—the one with 10 grams of carbs—also contains 8 grams of dietary fiber. You would calculate:

{10 grams of total carbohydrates - 8 grams of dietary fiber = 2 grams net carbs}

Suddenly, that food doesn't look so bad, does it? On keto, 10 grams of carbs could easily wipe out half your daily carbohydrate allowance, while 2 grams takes up only ten percent.

HOW DO YOU KNOW IF YOU'RE IN KETOSIS?

The macro guidelines listed above are just that—guidelines. They are there to help you get started on keto, to provide a template to help pair foods together to create a ketogenic meal. But here's the catch: You could follow the above macro guidelines and not enter ketosis.

And herein lies the biggest misconception of the keto diet: **The goal of the keto diet is not to eliminate carbs; the goal of the keto diet is to enter ketosis.**

Meaning, you could eat twice the amount of carbs listed above and still find success on keto. Scratch that—you could eat quadruple the amount of carbs (100 grams) and enter a ketogenic state. And some people do.

So, what are you to do? **Test your ketone levels.** Testing your ketone levels allows you to know when you enter a ketogenic state. Use this to tweak and refine your daily macro goals, taking note of foods or eating habits that kick you out of ketosis.

You can use a breath, urine, or blood test to test your ketone levels. Blood tests are the most accurate, performed the same way an individual with diabetes checks their blood sugar levels. Unfortunately, it's also the most expensive option. Urine testing and breath testing are more affordable options, although each are less accurate, respectively.

- Blood testing: [DSS Precision Xtra Blood Glucose Meter Kit](#)
- Urine testing: [Perfect Keto Testing Strips](#)
- Breath testing: [Ketonix Breath Meter](#)



CHAPTER 2:

Keto Diet Foods

On keto, the majority of your calories will come from fat, with moderate amounts of protein and small amounts of carbs. But what does this look like on your plate?

Fill your plate with leafy greens and vegetables, a protein source (such as salmon, steak, or chicken breast), and top with healthy fats. Scoop a healthy dollop of grass-fed butter on those veggies, and top your mixed greens with olive oil, avocados, and sliced olives.

You will avoid carbohydrates and sugar, cutting out grains, legumes, starchy vegetables, and most fruit. You will eliminate most processed foods and unhealthy fats, including vegetable oils, candy, soda, and your favorite potato chips and pretzels.

While there are a few gray areas on keto, these simple do-and-don't food lists should simplify things:

Do Eat	Don't Eat
Vegetables	Grains (oats, wheat, rice, quinoa)
Meat	Legumes (kidney beans, soy, corn)
Seafood	Sugar (honey, agave, maple syrup)
Some nuts and seeds	Fruit
Healthy fats	Starch (potatoes, sweet potatoes, parsnips)

When grocery shopping for the keto diet, purchase the highest quality foods you can reasonably afford. This includes grass-fed meats, wild caught seafood, and organic produce whenever possible.

HEALTHY FATS, OILS, AND NUTS

Fat, particularly saturated fat, was ostracized in health communities beginning in the 1950's, thought to be the root of high cholesterol and heart disease (3). Animal fats like butter, lard, and bacon fat were replaced with vegetable oils in the name of heart health.

During the reign of low-fat products, something interesting happened: American obesity grew exponentially, and cases of heart attacks and stroke didn't lower.

Today we know heart disease is caused by a number of factors, including inflammation. Consuming heavy amounts of omega-6 fatty acids, rather than omega-3 fatty acids, is one cause of inflammation.

At one point in history, people consumed an even 1:1 ratio between omega-6 fatty acids and omega-3 fatty acids. When margarine, canola oil, and seed oils (all heavy in omega-6s) replaced saturated fats, it caused this ratio to shift to 10:1 in favor of omega-6s, contributing to inflammation.

Shopping Around

Healthy fats, oils, nuts, and seeds are available almost all grocers (even Target, Walmart, and Costco) as well as online. As fats make up the bulk of your calories on keto, here are a few things to keep in mind:

- **Reserve certain oils for cool uses, like salad dressings:** Extra virgin olive oil, walnut oil, and flaxseed oil are fine on keto, as long as you don't heat them. These oils have a low smoke point. This means they become rancid when heated at high temperatures, which creates free radicals (4). Free radicals cause cell damage, linked to a variety of health problems.
- **Use fats with a high smoke point for cooking:** Fats like avocado oil, coconut oil, ghee, lard, and tallow have a high smoke point and are excellent for cooking.
- **Eat what your grandparents (or great-grandparents) ate:** Your grandparents, presumably, cooked with lard, butter, and other fats, just like their grandparents used. Many processed products, like vegetable margarine, are relatively new products by comparison and should be avoided.
- **Don't go nuts on nuts:** Nuts and seeds contain healthy fats and are an excellent, on-the-go snack for keto. When selecting nuts, choose raw over roasted (or worse, covered in sugar). But be warned: consuming too many nuts causes a laxative effect, so stick to one-to-two servings per day.

Filling Your Cart

When shopping for healthy fats, choose those that are minimally processed. If it is an animal-based fat, like butter, choose brands with the same standards as meat and protein (organic and grass-fed, as much as your budget allows).

Do Eat	Don't Eat
Animal-based fats (lard, tallow, duck fat, butter)	Hydrogenated oils (Crisco)
Plant-based saturated fats (palm oil, palm oil shortening*, coconut oil)	Margarine or diet butters
Cool-use oils (olive oil, avocado oil, sesame oil, walnut oil)	Cooking spray
Nuts and seeds (Brazil, pistachios, chia)	Unhealthy vegetable oils (canola, corn, vegetable)
Nut butters (cashew butter, almond butter, walnut butter)	Unhealthy seed oils (soybean, grape-seed, sunflower, safflower oil)

**Choose a responsibly-sourced brand, like Spectrum.*

MEAT AND FISH

Meat and seafood provide healthy fats and protein. Select grass-fed red meat, pasture-raised poultry, and wild-caught seafood as much as your budget allows.

Why? Animals raised in their natural environment eat the foods they were meant to eat. Cows graze on grass, chickens eat plants and bugs, and fish swim in open waters. Farm-raised seafood and grain-fed meat and poultry are raised on feed made from corn and soy.

Grass-fed meat and wild-caught seafood isn't just good for the environment (or for the animal). It's good for you, actually changing the nutritional profile of the food you eat: Grass-fed meat is leaner than grain-fed meat, but contains higher levels of healthy omega-3 fatty acids, vitamins and minerals (5). Farm-raised fish is fatter than wild-caught fish, but higher in omega-6 fatty acids and lower in omega-3 fatty acids.

Shopping Around

Grass-fed meat and wild-caught seafood are more expensive than grain-fed or farm-raised options. Here are a few tips to help offset the cost:

- **Eat the whole animal:** What's the most expensive cut of chicken? A boneless skinless chicken breast. What cut makes the least sense on the keto diet? A boneless skinless chicken breast. It lacks the bone, marrow, and skin—all of which are packed with collagen and other nutrients. Some of the least expensive cuts, like bone-in, skin-on chicken thighs; organ meats, or the whole bird are the most keto-friendly.
- **Invest in a deep freezer:** If you have the space, purchase a second freezer and buy in bulk. Purchasing large quantities (such as one-fourth or half an animal) brings the cost-per-pound down considerably.
- **Find a local farmer:** Purchasing direct from a farmer will be much more affordable than going through a grocer. [EatWild.com](https://www.eatwild.com) offers a comprehensive list of 1,400 pasture-based farms across all 50 states and internationally to partner with (and some of them ship!).
- **Subscribe online:** There are several online subscription programs that deliver quality meat and seafood directly to your door. [Butcherbox](https://www.butcherbox.com) delivers grass-fed meat and pasture-raised pork and poultry to your door for as low as \$4.96 per meal.

Filling Your Cart

While most animal protein is perfectly acceptable on the keto diet, there are a few items to avoid.

Do Eat	Don't Eat
Meat	Breaded or deep-fried meats
Poultry	Highly processed meats (hot dogs, sausages)
Seafood	
Eggs	

On keto, meat and fish will take up a large portion of your budget. Remember, there's a spectrum of quality when it comes to animal protein, and you should choose the best for which you can reasonably afford. Here are a few guidelines to get you started:

	Best	Good	Baseline
Red Meat	100% organic grass-fed and grass-finished	Organic	No hormones or antibiotics
Poultry	Organic and pasture-raised	Organic and free-range	Free-range
Eggs	Organic, pasture-raised	Pasture-raised or omega-3 eggs	Cage-free
Seafood	Wild-caught fish from the country you live in	Wild-caught fish from other countries	Sustainably farmed fish

DAIRY

Quality dairy provides an abundance of healthy fats, and can be consumed on keto (given that your stomach tolerates it). Choose organic, raw (if available), full-fat options, avoiding labels that say fat-free or reduced fat.

Shopping Around

Finding organic, grass-fed dairy isn't easy. Raw dairy is even more hard to come by, as the buy-and-selling of raw dairy isn't legal in all fifty states.

Like most things on keto, purchasing dairy weighs heavily on quality. Here are a few things to keep in mind:

- **Always buy full-fat products:** Low-fat dairy (like 2% milk) typically contain added sugars and carbohydrates.
- **Find a farmer that sells raw dairy:** Sometimes you'll have extra luck at a local farmers market finding farmers who sell raw butter and cheese.
- **Avoid added flavors:** This is particularly important for fermented dairy, like yogurt and kefir. Avoided flavored or fruit-in-the-bottom varieties, which up the carb content.
- **If you're lactose intolerant, try swapping butter for ghee:** Some products contain less lactose than others, making them digestible even for those who are lactose intolerant. The best example is ghee, which removes the milk solids when heated.

Filling Your Cart

For the options listed below, always choose full-fat, organic, and grass-fed (if possible) products. For trusted brands that carry grass-fed dairy products, check out the Trusted Brands section.

Do Eat	Don't Eat
Butter and ghee	Milk
Heavy cream and heavy whipping cream	Half and half
Fermented yogurts and kefir	Evaporated or condensed milks
Sour cream	
Hard and soft cheese	

VEGETABLES

Vegetables provide the majority of your micronutrients—vitamins and minerals—on the keto diet. As much as your budget allows, vegetables should be purchased organic, which are free from GMOs and harmful pesticides.

The [Environmental Working Group](#) (EWG) has compounded lists of produce which are least and most likely to contain pesticide residue. Originally, they called these The Clean Fifteen and Dirty Dozen, respectively, although they've since been expanded (6). If your budget is tight, purchase produce listed on The Clean Fifteen conventional, and the Dirty Dozen organic (see Grocery Lists: Vegetables).

Shopping Around

If organic produce is difficult to find in your area, consider the following options:

- **Shop the frozen aisle:** Frozen produce is just as healthy as fresh, and doesn't go bad. Frozen organic vegetables are easily transported, and can often be found in stores that don't carry fresh organic produce.
- **Join a neighborhood CSA:** A CSA (Community Supported Agriculture) delivers an assortment of fresh produce to your doorstep or neighborhood drop-off site. The only drawback? You never know what your weekly box will contain. Consider joining with a friend who can take the starchy, high-carb fruits and vegetables off your hands.
- **Shop the local farmers markets:** Farmers markets offer excellent organic produce throughout the warmer months. If you have a deep freezer, consider freezing produce for the winter months.

Filling Your Cart

Some vegetables are higher in carbohydrates than others. When deciding which veggies fit within your macro goals, do a little reverse math:

A healthy meal plan consists of three-to-five servings of vegetables per day. If your goal is to consume 20 grams of net carbs, and you want to consume five servings, choose vegetables with four grams of net carbs per serving or less, or:

{20 grams of net carbs / 5 servings = 4 grams of net carbs per serving}

Fill your cart with green leafy vegetables first, as these are typically lowest in carbohydrates and packed with nutrients. Next, stock up on other favorite, low carb vegetables like asparagus, cauliflower, and brussels sprouts. Avoid starchy vegetables and most winter vegetables, as they are higher in carbs.

Do Eat	Don't Eat
Leafy greens (kale, spinach, collard)	Starch (potatoes, sweet potatoes, cassava)
Cruciferous vegetables (cabbage, cauliflower, zucchini)	Winter vegetables (pumpkin, winter squash, carrots)
Lettuces (arugula, romaine, butterhead)	Corn
Fermented (sauerkraut, kimchi)	Legumes
Other (mushrooms, asparagus, celery)	

BONE BROTH

Many people start keto for reasons beyond weight loss, looking to reverse Alzheimer's, memory loss, autoimmune disorders, or even epilepsy. Bone broth is an essential part of healing, helping to improve symptoms for irritable bowel syndrome (IBS), Crohn's disease, and colitis.

What makes bone broth so healthy? Bone broth is loaded with collagen, a protein found in cartilage, skin, and connective tissue. It's filled with amino acids, vitamins, and minerals.

Bone broth helps to reduce inflammation in the digestive tract. This helps treat leaky gut syndrome, which may be the underlying cause of autoimmune diseases, brain fog, anxiety, depression, allergies, and low energy (7). Bone broth can be made at home (tip: Save the bones when you cook red meat or chicken) or [purchased online](#).





CHAPTER 3:

Foods to Enjoy Sparingly

It's difficult to label the following foods as “keto,” as they should be enjoyed in moderation. When shopping, fill your cart with meat, vegetables, and fats first, using the following foods as treats or snacks, only.

FRUIT

Fruit should be consumed sparingly on keto. While packed with vitamins and minerals, fruit is also high in sugar and carbohydrates. Low sugar fruits can be consumed in moderation, as long as you don't go over your carb allotment for the day.

Shopping Around

Follow the same guidelines for fruits as you do for vegetables, purchasing organic whenever possible. You might have added luck shopping for frozen fruits, or shopping for in-season produce at the farmers market.

Since fruit should be limited on keto, keep these guidelines in mind:

- **Avocados are the one fruit that can be consumed in abundance:** Avocados are low in carbohydrates and high in fat, making them the exception for fruit on keto. Avocados are known for having a notoriously short shelf life, so consider freezing avocados at their peak ripeness.
- **Berries can be consumed as treats:** Berries are lower in sugar and carbohydrates than high-sugar fruits like mangos, apples, and bananas. Consume a handful when you need a treat or snack.
- **Combine fruit with a fat and protein:** To slow any sort of insulin spike that might come with consuming fruit, add a fat and protein source. If you're building a fruit smoothie, add in coconut milk, almond butter, and flax seed for added fats and texture.

Filling Your Cart

Both fresh and frozen organic, low-sugar fruits can be consumed in moderation. High-sugar fruits, fruit juice, and dried fruits are best avoided altogether.

Do Eat	Don't Eat
Avocados	High sugar fruits (pineapple, plums, grapefruit, bananas)
Organic Berries	Dried fruit
	Fruit juice

SWEETENERS

Sugar, in all varieties, is completely off limits on keto. So you're probably wondering, "Why do I see so many recipes for keto desserts?"

There are a few sweeteners that don't cause a rise in blood sugar or insulin. It's important to understand what these sweeteners are, and what factors make them keto-friendly.

Shopping Around

When looking for a keto-friendly sweetener, you're looking for three traits:

- **Low glycemic:** The glycemic index measures how much a particular food raises your blood sugar. Each food is given a rank of 0 to 100, with zero causing no affect and 100 spiking blood sugar levels astronomically.
- **Sugar-free and low carb:** A keto-friendly sweetener is meant to add a level of sweetness, only. It should not have any grams of sugar or carbohydrates in it.
- **Natural:** Artificial sweeteners, like aspartame, sucralose, and Splenda are low glycemic and low in calories, but have been linked to adverse health effects, including cancer.

Filling Your Cart

There are four keto friendly sweeteners that meet the above requirements. Unfortunately, they're not the easiest ingredients to find. Search online or at your local health food store for these ingredients.

Do Eat	Don't Eat
Stevia	Sugar (white, brown, powdered)
Erythritol	"Natural" sugars (honey, maple syrup, molasses)
Monk fruit	Artificial sweeteners (aspartame, sucralose, Splenda, sweet and low)
Swerve	



CHAPTER 4:

Grocery Shopping Basics

Shopping on the keto diet is not all that different from shopping from your, well, regular diet. The best thing you can do for yourself is keep things simple, don't get overwhelmed, and—for the sake of your budget—try not to overbuy.

It's always best to be prepared, so make yourself a list before you hit the store. The first items on your list should be weekly staples within your home. If you or your household typically consumes eggs, peanut butter, and hamburgers, guess what? All three of those items are already keto—so keep them on your shopping list. You may simply have to switch brands, choosing a peanut butter without added sugar or selecting a higher quality meat (and of course, forget the hamburger buns).

WHERE TO SHOP

So, where should you grocery shop for keto ingredients? For starters...

Your Regular Supermarket

The majority of the keto diet is comprised of meat, vegetables, and healthy fats. If your grocer carries seafood, red meat, produce, and butter, you should be able to cross-off 80% or more off your shopping list.

Large Chain Retailers

By now, large chain stores like Target, Walmart, and Costco carry pantry staples like avocado oil, coconut oil, and even grass-fed dairy products. Don't underestimate how many high-quality products you can find hidden amongst their shelves (usually at incredibly reasonable prices).

Local Health Food Stores and Farmers Markets

When it comes to certain products—particularly grass-fed meats and pasture raised poultry—locally operated health stores offer a wider selection than a chain grocer. Typically, a local market will make a point to partner with farmers in the area to offer quality red meat, eggs, and poultry. Sometimes, they also offer pick-up points for local CSA produce.

Amazon

Amazon and Amazon Prime offer many keto-friendly products (see the Trusted Brands section). An incredible budget-saver is the Prime subscribe feature, which routinely delivers products in bulk to your doorstep.

Thrive Market

[Thrive Market](#) runs a subscription-based online store, similar to that of Amazon. Their key differentiator? They only sell healthy, high-quality foods—without the typical retail market. For just \$59.95 a year you can get organic, humanely-raised, ethical, and healthy food/products delivered to your door, all for a fraction of what you'd find at Whole Foods or your local health food store.

Other Food Delivery Options

There are plenty of food delivery options, particularly if you live in urban areas. Most chain grocers also offer their own grocery delivery service. Here are a few services you might consider subscribing to:

- [FreshDirect](#)
- [Instacart](#)
- [Amazon Fresh](#)
- [Peapod](#)

DIFFERENTIATE BETWEEN FOOD LABELS AND CLEVER MARKETING

There are lot of clever marketers are out there, and they possess a special talent for using words that:

- Are **not** regulated by the USDA
- Do **not** carry any particular meaning
- But **do** certainly sell product

To ensure you're buying the best quality ingredients (and to ensure any premium you pay for an ingredient is in fact worth it), here are a few packaging labels to be aware of.

Organic

Organic food is either grown (produce) or raised (meat) without harmful pesticides, genetic engineering (GMOs), antibiotics, or growth hormones. Organically-raised animals must have access to the outdoor and fed organic feed.

While “organic” is a USDA label, there are three different tiers found on food labels:

Good	Better	Best
<i>Made with organic</i>	<i>Organic</i>	<i>100% Organic</i>
Only 70% of ingredients need to be certified organic.	Only 95% of ingredients need to be certified organic.	100% of ingredients are certified organic.

Grass-fed

“Grass-fed” animals graze freely on a diet of grass, rather than feed from corn or soy products. Meat labeled as grass-fed should be raised partially on a grass diet and have access to pasture year-round. However, as of 2016, the term grass-fed is no longer monitored by the USDA (8).

Good	Better	Best
<i>Grass-fed</i>	<i>100% Grass-fed and grass-finished</i>	<i>Organic, 100% grass-fed and grass-finished</i>
The animal is fed a grass-fed diet. They can be fed grain in colder months or later in life. The label does not limit the use of antibiotics or hormones.	The animal is fed grass year-round for its entire life. The label does not limit the use of antibiotics or hormones.	The animal is fed grass year-round for its entire life, and is never given antibiotics or growth hormones.

Pastured, Free Range, and Cage Free

“Pastured” typically refers to poultry, pork, and eggs. It’s used to tell consumers that animals have been raised primarily outdoors on live pasture, where they can dig, peck, or graze for worms, insects, and grass. Unfortunately, there’s no legal standard administered by the USDA.

“Cage free” and “free range” have USDA definitions, but there are a few loopholes you should know. Cage free chickens—as their name eludes to—are allowed to roam freely within buildings. The term doesn’t say how many chickens are confined to one space, and there is no required access to the outdoors. Free range (also called free roaming) chickens should have continuous access to the outdoors.

Good	Better	Best
<i>Cage Free</i>	<i>Free Range</i>	<i>Pastured</i>
The animal is allowed to roam freely indoors. There are no regulations on the feed given to the animals.	The animal is allowed to roam freely and have continuous access to the outdoors. There are no regulations on the feed given to the animals.	The animal is allowed to graze on a natural diet and roam freely outdoors (no USDA definition).

Non-GMO Project Verified

The United States government does not require genetically engineered foods (GMOs) to self-identify on the label. The Non-GMO Project is a non-profit organization that offers test and labeling for non-GMO products (9). Legally, the label can't ensure the food is GMO free, due to cross-contamination risks with crops and seeds.

One thing to note: All organic products are, by law, non-GMO; but being non-GMO does not mean that food is organic.

All Natural and 100% Natural

These two ambiguous terms have no true meaning, so don't allocate part of your budget toward foods carrying these terms. The USDA loosely defines "natural" and "all natural" products as those that are minimally processed and contain no artificial colors or ingredients. When concerning meat, poultry, and eggs, "all natural" has nothing to do with whether the animal is free of hormones or antibiotics, ethically raised, organic, or raised on non-GMO feed.

RECOGNIZE HIDDEN, UNWANTED INGREDIENTS

For those just starting out on keto, spotting hidden ingredients (and their dozens of variations) can be daunting. Sugar is, quite arguably, the number one ingredient you want to avoid on keto and the most difficult to avoid. There are over 61 different names for sugar alone (10).

The below ingredients should be avoided on keto. They contain hidden carbohydrates that will block your ability to get into ketosis.

Hidden Ingredient	Other Names
Sugar alcohols	Sorbitol, maltitol, Splenda, vegetable glycerin
Sugar	Honey, agave, agave nectar, molasses, Yacon Syrup, cane sugar or juice,

	sucrose, galactose, maltose
Starch	Potato starch, corn starch, tapioca starch, tapioca flour
Corn	Corn starch, corn syrup, dextrose, dextrin
MSG	Monosodium glutamate
Hydrogenated oils	Peanut oil, cottonseed oil, corn oil, vegetable oil, canola oil





CHAPTER 5:

Grocery Lists

Use the following lists to purchase groceries for the week. On your first trip to the grocery store, it's easy to go overboard, stocking up on pantry essentials rather than the foundation of the keto diet (meat, vegetables, and fats).

At first, aim to underbuy rather than overbuy. It's better to take a second trip to the store than to buy a surplus and have fresh produce or high-quality meat expire. If you live in a rural area and going to the grocery store poses a challenge, buy extra frozen vegetables and promptly place any excess meat in the freezer when you return home.

Below, there are estimates for how much food to purchase (ex. 5-7 vegetables). This is based on a 1-2 people for 5 days to one week. Expand or subtract these numbers based on the size of your family and how accessible a grocery store is to your home.

FATS AND OILS

Choose at least one fat for **cooking** (coconut oil), one oil for **dressings** (olive oil), and one fat or oil to **drizzle** over vegetables (butter).

- Butter
- Ghee
- Lard
- Coconut oil
- Coconut butter
- Olive oil
- Sesame oil
- Walnut oil
- Avocado oil

NUTS AND SEEDS

Choose one-to-two nuts, seeds, or nut butters to have on hand for **snacks** (celery with almond butter), **salad toppers** (sesame seeds), or as a **treat** (dark chocolate with cashew butter).

- Almonds
- Almond butter
- Brazil nuts
- Cashews
- Cashew butter
- Macadamia nuts
- Hazelnuts
- Pecans
- Pine nuts
- Peanuts
- Peanut butter
- Pumpkin seeds
- Sesame seeds
- Sunflower seeds
- Walnuts

DAIRY

Select one-to-two dairy options to **add taste and texture to recipes** (heavy cream in bisques or chowders) or to **add healthy fat to a meal** (grass-fed butter in your morning coffee).

- Heavy cream
- Sour cream
- Heavy whipping cream
- Grass-fed butter
- Ghee

MEAT, EGGS, AND SEAFOOD

Select 3-5 selections (depending upon how much you purchase) to serve as the **cornerstone of your meal** (grass-fed steak), provide a **protein-packed breakfast** (pasture-raised eggs), or provide **invaluable nutrients and fats** (organ meats).

- Beef (steak, veal, roast, chuck)
- Poultry (duck, quail, turkey, chicken)

- Pork (bacon, pork loin, chops, ham, ground pork)
- Fish (mackerel, tuna, salmon, trout, halibut, cod, catfish, mahi mahi)
- Shellfish (oysters, clams, crab, mussels, lobster)
- Organ meats (heart, liver, tongue, kidney, offal)
- Eggs
- Lamb
- Goat
- Bison
- Wild game
- Canned seafood (sardines, tuna, salmon, oysters, clams)

VEGETABLES

Choose 5-7+ vegetables to serve as **standalone sides** (grilled asparagus), in **stir fry** (watercress, sugar snap peas, broccoli), and to get your daily dose of leafy greens (spinach, kale).

**Listed by the Environmental Working Group (EWG) as high-risk for containing pesticides. Buy these organic.*

- Alfalfa sprouts
- Artichokes
- Arugula
- Asparagus
- Bok choy
- Boston lettuce*
- Broccoli
- Brussels sprouts
- Cabbage
- Cauliflower
- Celery*
- Chicory greens
- Chinese cabbage
- Chives
- Cucumber*
- Daikon radish
- Eggplant
- Endive
- Escarole

- Fennel
- Green beans*
- Hearts of palm
- Iceberg lettuce*
- Jicama
- Kale*
- Kohlrabi
- Leeks
- Lettuce*
- Mung bean sprouts
- Mushrooms
- Okra
- Olives (black and green)
- Onion
- Parsley
- Peppers (green, yellow, red, and orange)*
- Radicchio
- Radishes
- Romaine*
- Scallions
- Spinach*
- Sugar snap peas
- Swiss chard
- Tomatoes*
- Turnips
- Watercress
- Zucchini

FRUIT

Choose 0-2 fruits to consume in moderation, strictly as **treats** (frozen cherries), or to **add flavor to dishes or salads** (summer salads topped with blueberries). **Avocados are the exception**, which can be consumed freely.

**Listed by the Environmental Working Group (EWG) as high-risk for containing pesticides. Buy these organic.*

- Avocado
- Blackberries
- Blueberries*

- Cantaloupe
- Cherries*
- Cranberries
- Currants
- Gooseberries
- Honeydew melon
- Loganberries
- Raspberries*
- Strawberries*

PANTRY ESSENTIALS

Choose several items to keep stocked in your pantry. These include **condiments** (mayo), **baking ingredients** (almond flour), and **sweeteners** (monk fruit).

- Bone broth
- Mayonnaise
- Fresh herbs and spices
- Apple cider vinegar
- Balsamic vinegar
- Sweeteners (stevia, erythritol, monk fruit, xylitol)
- Mustard
- Salsa
- Tahini
- Fish sauce
- Almond flour
- Coconut flour
- Coconut flakes
- Coconut aminos (an alternative to soy sauce)
- Coconut milk
- Almond milk
- Coffee
- Tea



CHAPTER 6:

Trusted Brands

Dairy

- *Kerrygold*: [grass-fed butter](#), [Dubliner cheese](#)
- *Maple Hill Creamery*: [grass-fed yogurt](#) plain yogurt, [plain kefir](#)
- *4th & Heart*: [grass-fed ghee](#)
- *Pure Indian Foods*: [100% organic grass-fed ghee](#)
- *Tin Star Foods*: [100% grass-fed ghee](#)

Packaged Meat & Seafood

- *Wild Planet*: sustainable wild-caught canned [sardines](#), [tuna](#), [salmon](#)
- *Crown Prince*: wild-caught, non-GMO Project verified [canned oysters](#), [kippers](#), [clams](#), [sardines](#)
- *King Oscar*: wild-caught [sardines](#)
- *Applegate Naturals*: organic uncured [ham](#), [bacon](#)
- [Kettle and Fire Grass-fed Beef Chili](#)

Grass-fed Meats

- [Butcherbox](#)
- [US Wellness Meats](#)
- [Verde Farms](#)

Bone Broth

- [Kettle and Fire Beef Bone Broth](#)
- [Kettle and Fire Chicken Bone Broth](#)
- [Kettle and Fire Mushroom Chicken Bone Broth](#)

Frozen or Packaged Fruits and Vegetables

- *SimplyNature*: organic [frozen and fresh berries](#)
- *Cascadian Farm Organic*: organic [frozen vegetables and stir fry](#)
- *Earthbound Farm*: organic [fresh and frozen vegetables](#)
- *Kettle and Fire* [Butternut Squash Soup](#), [Tomato Soup](#), [Thai Curry Soup](#)

Nuts and Seeds

- *Justin's*: [almond butter](#), [peanut butter](#)
- *MaraNatha*: organic raw [almond butter](#), [cashew butter](#)
- *Once Again*: organic [almond butter](#), [cashew butter](#), [peanut butter](#)
- *Barney Butter*: [almond butter](#)
- *Nutiva*: organic [hempseed](#), [chia seed](#)
- *Nuttzo*: organic [crunchy nut butter](#)

Baking Needs

- *Rob's Red Mill*: [almond flour](#), [coconut flour](#), [hazelnut flour](#)
- *Honeyville*: [almond flour](#)
- *Nutiva*: [coconut flour](#)
- *Nature's Forest*: BPA-free canned [coconut milk](#), [coconut cream](#)

Condiments and Pantry Staples

- *Wholly Guacamole*: [organic guacamole](#)
- *Bragg's*: organic [apple cider vinegar](#)
- *Roundy's*: organic [apple cider vinegar](#), [balsamic vinegar](#)
- *Bubbie's*: fermented [sauerkraut](#), [pickles](#)
- *Tessemae's*: [salad dressing](#) (look for those with the Whole30 approved label, as they don't contain sugar)
- *Primal Kitchen*: [salad dressings](#), [marinades](#), [mayonnaise](#)
- *Coconut Secret*: organic [coconut vinegar](#), [coconut aminos](#)
- *Organicville*: organic [mustard](#)
- *Sir Kensington's*: [mustard](#), [avocado oil mayonnaise](#)

Other Pantry Staples

- *Primal Palate*: organic [spice blends and seasonings](#)
- *Monte Bene*: sugar-free, non-GMO [pasta sauce](#)
- *Fatworks*: [tallow](#), [lard](#), and [duck fat](#)
- *Red Boat*: [fish sauce](#)

Snacks

- *Pork Clouds*: [pork rinds](#)
- *gimMe*: organic [seaweed snacks](#)
- *SeaSnacks*: [seaweed snacks](#)
- *Keto Carne*: keto-friendly [jerky](#)
- *ChocZero*: low carb [chocolate](#)

Pasta and Tortilla Substitutes

- *Miracle Noodles*: zero-carb [shirataki pasta](#)
- *Explore Asian*: organic [black bean pasta](#)
- *Paleo Wraps*: [coconut wraps](#)
- *Siete Foods*: [almond flour tortillas](#)





CHAPTER 7:

Cooking Tools

Cooking on keto may take a little more prep time than you're used to. There are a few kitchen tools to help save time (and stress!). Other than your typical pots and pans, here are a few items you may want to add to your kitchen toolkit.

Food Processor

A [food processor](#) is an excellent investment on keto. It can chop an entire cauliflower head into rice, grind almonds into almond flour, or double as a blender to make a keto-friendly smoothie.

Slow Cooker

If you work a hectic schedule, a [slow cooker](#) can make meal prepping much easier. Simply place meat, broth, and vegetables at a low temperature in the morning, and dinner is ready when you get off work.

Spiralizer

A [spiral slicer](#) is incredibly inexpensive, costing roughly \$30 on Amazon. You can “spiralize” any vegetables into noodles, making gluten-free, low carb pasta at home.

Cheesecloth

While some brands carry healthy versions of almond milk (or other non-dairy milks), you might want to make them at home. To make homemade almond milk, you soak the nuts overnight, then drain out the pulp using a [cheesecloth](#)—leaving only the fresh liquid.

Pressure Cooker

If you want to be extremely sensitive to your budget, you'll use the entire animal when eating red meat and poultry. Save the carcass, bones, or marrow and make homemade bone broth. While homemade bone broth is an intensive, time-consuming undertaking (sometimes taking up to 24 hours!) a [pressure cooker](#) will speed up the process considerably.