**Tip of the week – Savvy supermarket shopping**

**When it comes to buying food, here are a few simple rules to help you make healthy choices.**

* **If it’s advertised on TV, don’t buy it – generally there isn’t a need to advertise nutrient dense, quality foods on TV**
* **Focus on doing most of your shopping round the perimeter of the supermarket; fresh fruit, vegetables, dairy counter, delicatessen, fresh meat, fish counter etc**
* **Plan what you are eating so you know exactly what you are buying for that particular week**
* **Don’t shop whilst hungry!**