



SIMPLE KETO

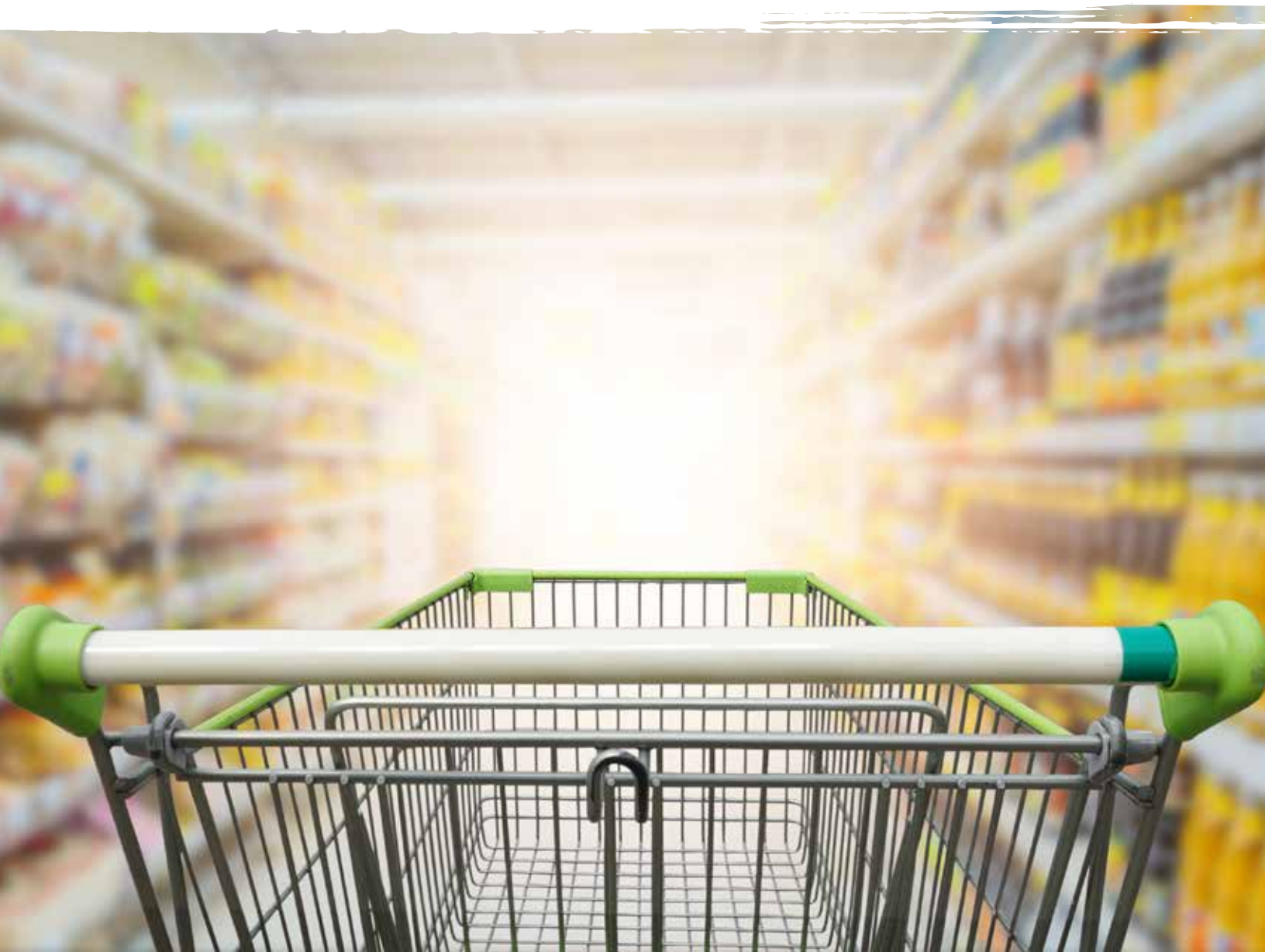
SHOPPING LIST



KONSCIOUS

FINDING KETO GEMS IN THE GROCERY STORE

Welcome to your simple keto shopping list, where we will walk you aisle by aisle through your local grocery store to find delicious keto treats.





Each section is clearly identified, and you are welcome to skip to the part you need advice on; baking a delicious cauliflower bake tonight? Head to the veggie section. In the mood for some keto BBQ? Our keto meats guide will help you make quality decisions.

At Konscious Keto, we wholeheartedly believe that a whole food approach to keto is the most delicious and rewarding way to get into ketosis.

AND, IT'S ACTUALLY EASIER.



Eating fruits and vegetables makes you feel fuller, helps you stay in ketosis, and fights sugar cravings without sugar alcohols.



And, with the delicious plants and keto oils that we have included in this book, worrying about cholesterol is a thing of the past.

The below food list encompasses many foods that fit within the keto diet — far more than you could ever purchase in a single trip.

BEFORE HITTING THE GROCERY STORE,
HERE ARE A FEW THINGS TO KEEP IN MIND.

[illegible]

#1 DON'T OVERBUY



#2 – DON'T SCRIMP ON QUALITY



Similarly, it's easy to go into this with a budget keto mindset, but the truth is, even budget keto foods can be harmful to your health. Cheap keto foods are processed, and while the carbs may be sufficient for your macros, your body will not love any fillers, or additives - keto or not.

A photograph of a large block of butter, partially cut into three sections, resting on a piece of parchment paper atop a wooden cutting board. In the background, a blue and white checkered cloth is visible. The scene is set on a blue wooden surface.

LOOK FOR ORGANIC, GRASS-FED OPTIONS
WITH NO ANTIBIOTICS, WHERE POSSIBLE.

#3 - BUY FROM ALL OF THE LIST





One of the biggest problems we see if people who try to do keto for weight loss only eat the low-calorie options, only eat meats, or some other variation of what they've heard is keto, in a bid to lose weight.

On keto, you lose weight because you're in ketosis. That means eating delicious fats and lots of yummy vegetables. It also means eating all your macros.

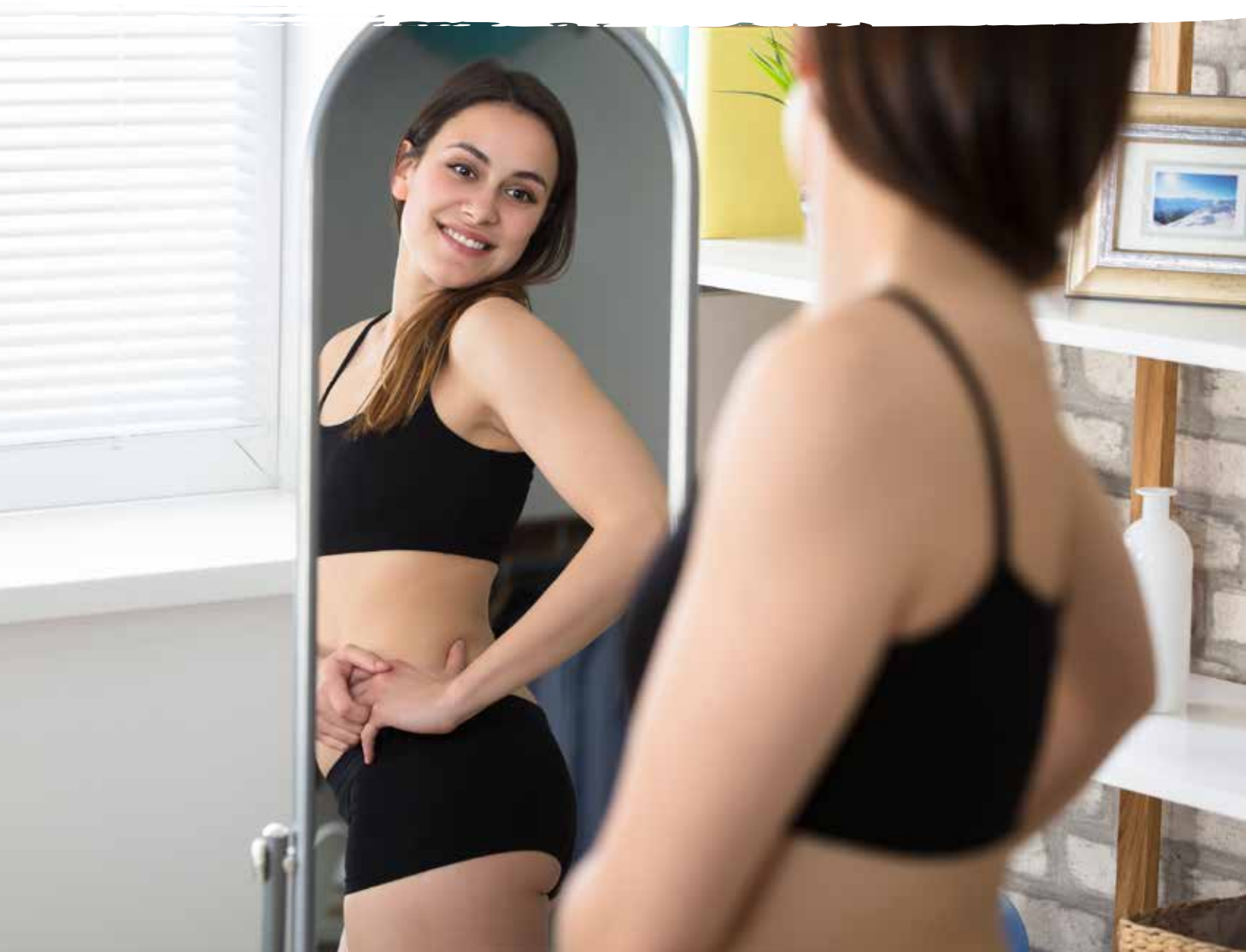


Keto works when you buy from of all the simple grocery list, so don't overthink it.

TRY SOMETHING NEW TODAY.

TIP: SEE OUR BEGINNER GUIDE TO LEARN
HOW TO WORKOUT YOUR MACROS.

Your macros are how much of these
delicious foods in this book you need
to eat each day.





Don't get caught up in purchasing keto snacks or products that include "low carb" or "keto" on the label. Oftentimes, products like keto granola, keto tortillas or keto noodles are just cheap marketing ploys — and may have a higher carb count than you think.

FAT IS FLAVOR. DON'T AVOID FAT. THIS IS ONE OF THE BIGGEST KETO MISTAKES.

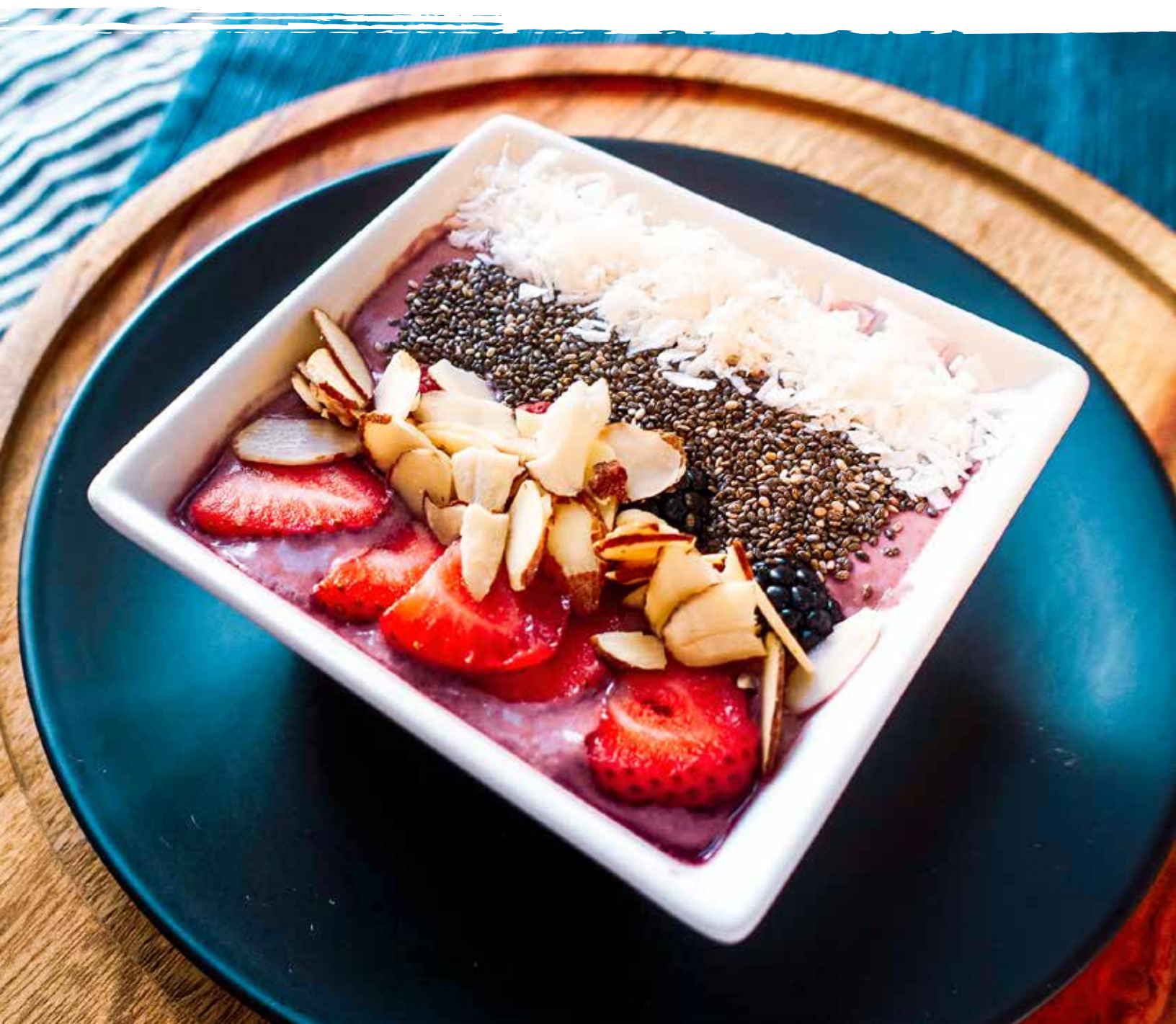
HOW TO USE THIS SIMPLE GROCERY LIST



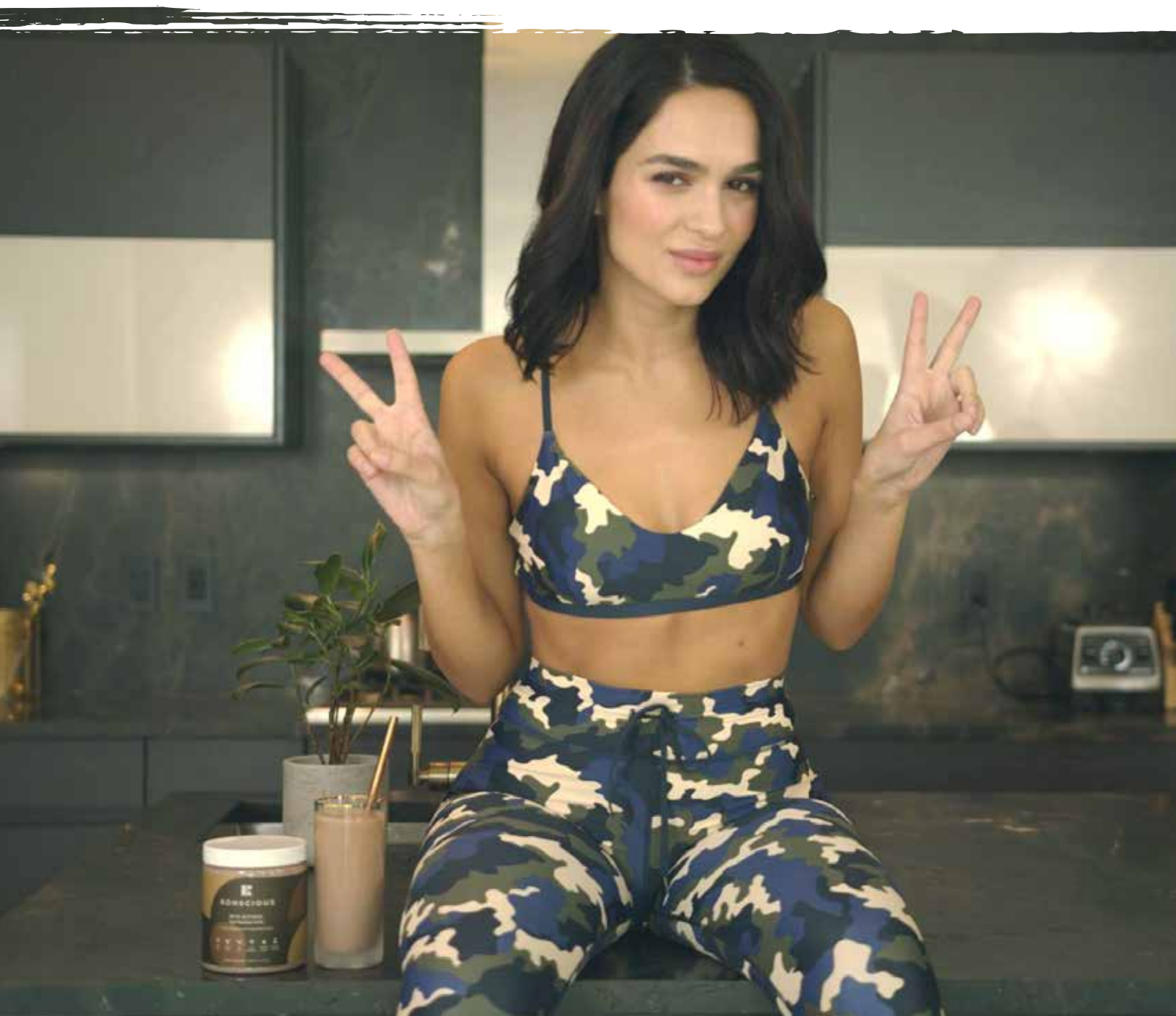
In this simple grocery list, you'll learn how to make sound nutritional choices to fill your home with the most fat-blasting, nutrient-dense superfoods known to keto.



Use this simple grocery list as a standalone to work your magic in the kitchen, or in reference to your 21-day meal plan to make sure you're buying the freshest, highest-quality keto ingredients for your next mealtime masterpiece.



Whatever way you choose to do keto, we hope you'll love this simple guide. Plus, at the very end, we'll provide a simple grocery list you can print off and take with you to the grocery store so you will never forget an essential keto item again.



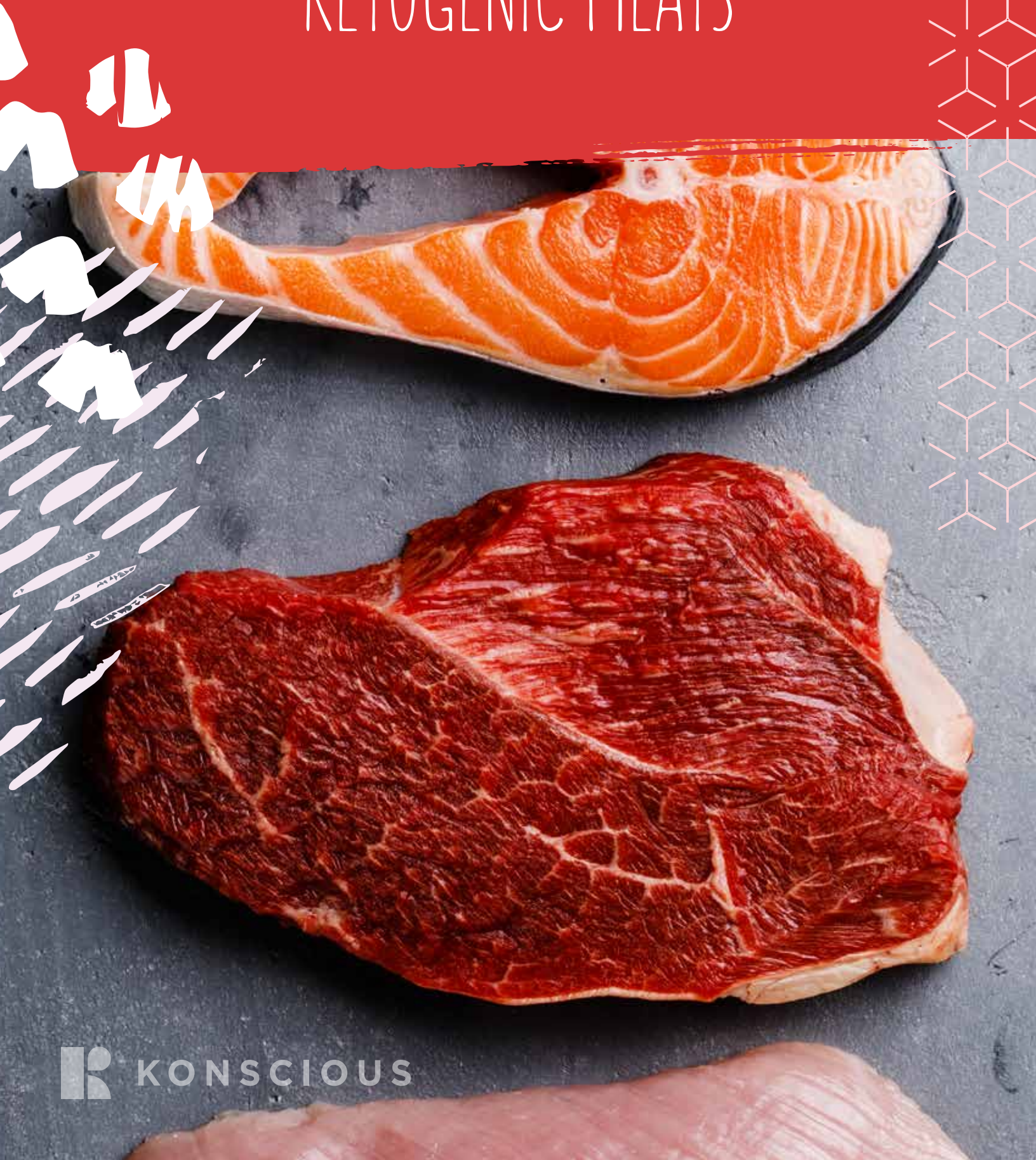
If you're following our dedicated weight loss meal plan, it's important to remember that Keto Activate is not currently available in grocery stores.

Order online today using the code **BURN20** to get a special discount of \$30 off a 3-pack of Keto Activate, for a limited time.



WE'LL SEE YOU ON THE INSIDE!

KETOGENIC MEATS



Protein is eaten in moderate amounts on the keto diet, with a focus on flavorful, high-fat animal protein and seafood.



Grass-fed fatty red meats like beef are ideal because they provide higher levels of healthy omega-3 fats, and as the name suggests, the animals eat grass - not grain, which can transfer to your dinner plate.





Wild-caught salmon also provides high levels of healthy omega-3 fats and is another fantastic grain-free option.

LOOK FOR MEATS HIGH IN OMEGA-3

- Salmon
- Sardines
- Cod liver oil
- Egg yolk
- Grass-fed beef
- Grass-fed butter
- Grass-fed ghee
- Hemp seeds
- Walnuts
- Chia seeds
- Flax seeds
- Algae



Buy chicken thighs and drumsticks instead of breasts, and choose ground meat with a higher fat content. Buy wild salmon, sardines, shrimp, and shellfish.



QUICK TIP: WHEN BUYING MEAT, CHOOSE GRASS-FED BEEF, LAMB OR PORK THAT IS MARBLED WITH FAT.

MEATS TO AVOID

- Deli meat with added sugar and nitrates
- Processed meat with added sugar and nitrates (sausage, bacon, ham)
- Frozen, processed meat and seafood with added ingredients (like batter, breadcrumbs, flour, corn, sugar)
- Sardines canned with added artificial ingredients (like sugar or unhealthy oils such as canola oil)



Processed meat often contains extra carbs because of sugar or starch that's been added. But it's not just what's in meat that matters.

IT'S ALSO WHAT YOU PUT ON IT.





Most condiments contain ingredients like sugar, flour, corn by-products, unhealthy oils and artificial thickeners.

CONDIMENTS LIKE KETCHUP, COOL WHIP,
SALAD DRESSING, AND SAUCES ARE
OFTEN THE EQUIVALENT OF POURING
CARBS ON YOUR FOOD.



Using store-bought condiments can add carbs to otherwise healthy and keto-friendly proteins. The same goes for marinades and rubs, which often flavor meat with sugar.

Many salad dressings and sauces are keto-friendly, as long as sugar isn't added and they're made with avocado oil or extra virgin olive oil.

KETO SALAD DRESSINGS

- Ranch dressing
- Blue cheese dressing
- Caesar dressing
- Mayonnaise
- Aioli



KETOGENIC FATS & DAIRY



HEALTHY FATS ARE AN ESSENTIAL
PART OF HOW KETOSIS WORKS. THIS
IS, AFTER ALL, A HIGH-FAT DIET.



When you eat mostly healthy fats, with a moderate amount of protein and very few carbs, your body starts using fat as its main fuel source.





Once your body is burning fat and producing ketones, you enter ketosis. This leads to increased weight loss and other health benefits.

SO, WHAT DOES “MOSTLY HEALTHY FATS” MEAN?

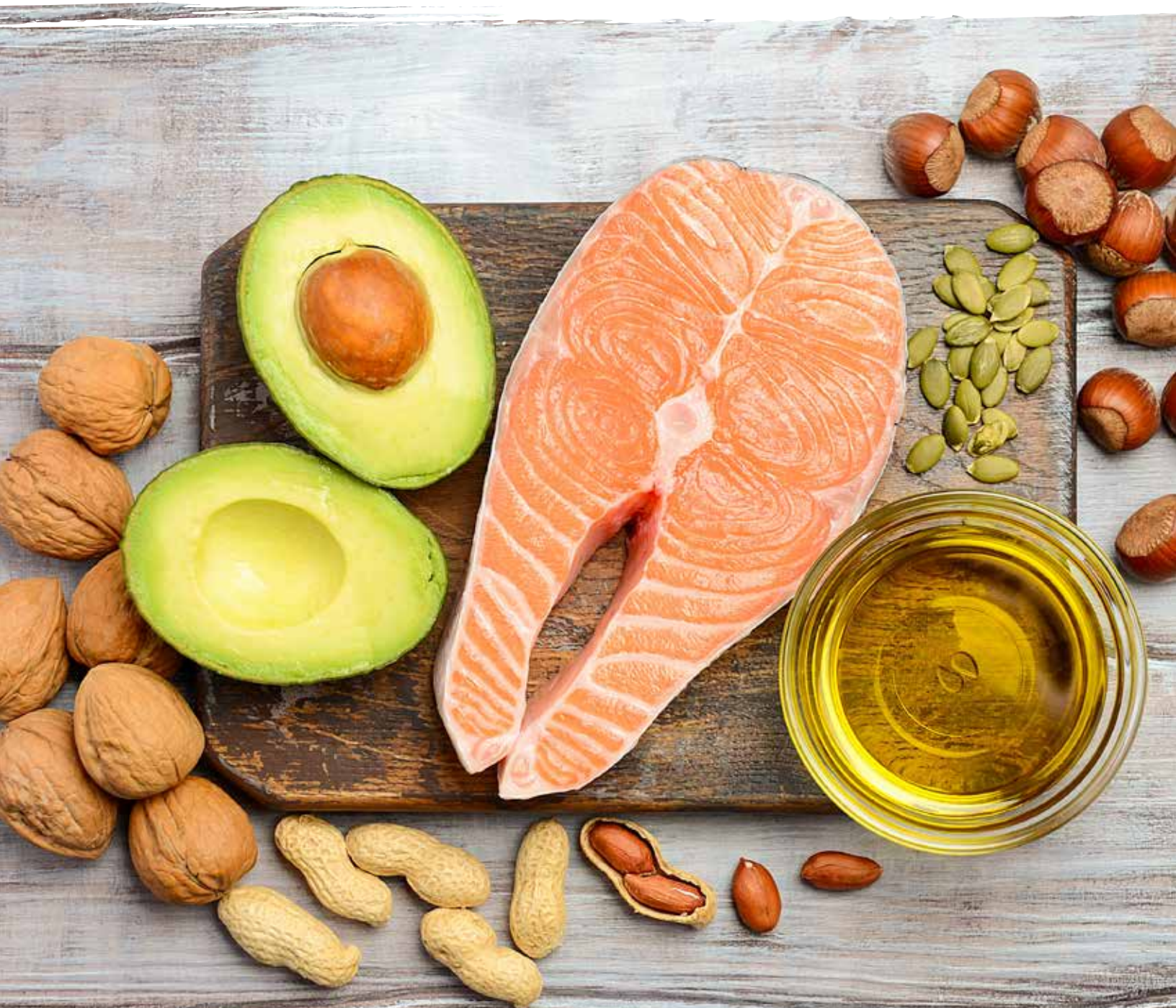
It means that 70 to 80 percent of total daily calories should come from healthy fats. Luckily, healthy fats are easy to find at the grocery store. Include things on your keto diet shopping list like butter, olive oil, and coconut oil.





In lesser amounts, healthy fats on the keto diet can also come from grass-fed meat, wild seafood, full-fat dairy products, and some nuts and seeds.

Healthy fats provide a delicious and satiating form of energy. Healthy fats can be saturated fats, monounsaturated fats (MUFAs), and select types of polyunsaturated fats (PUFAs).





A combination of these fat types in your diet can help improve cholesterol levels, reduce belly fat and insulin resistance, support essential hormones, maintain bone density and enhance immune system health.

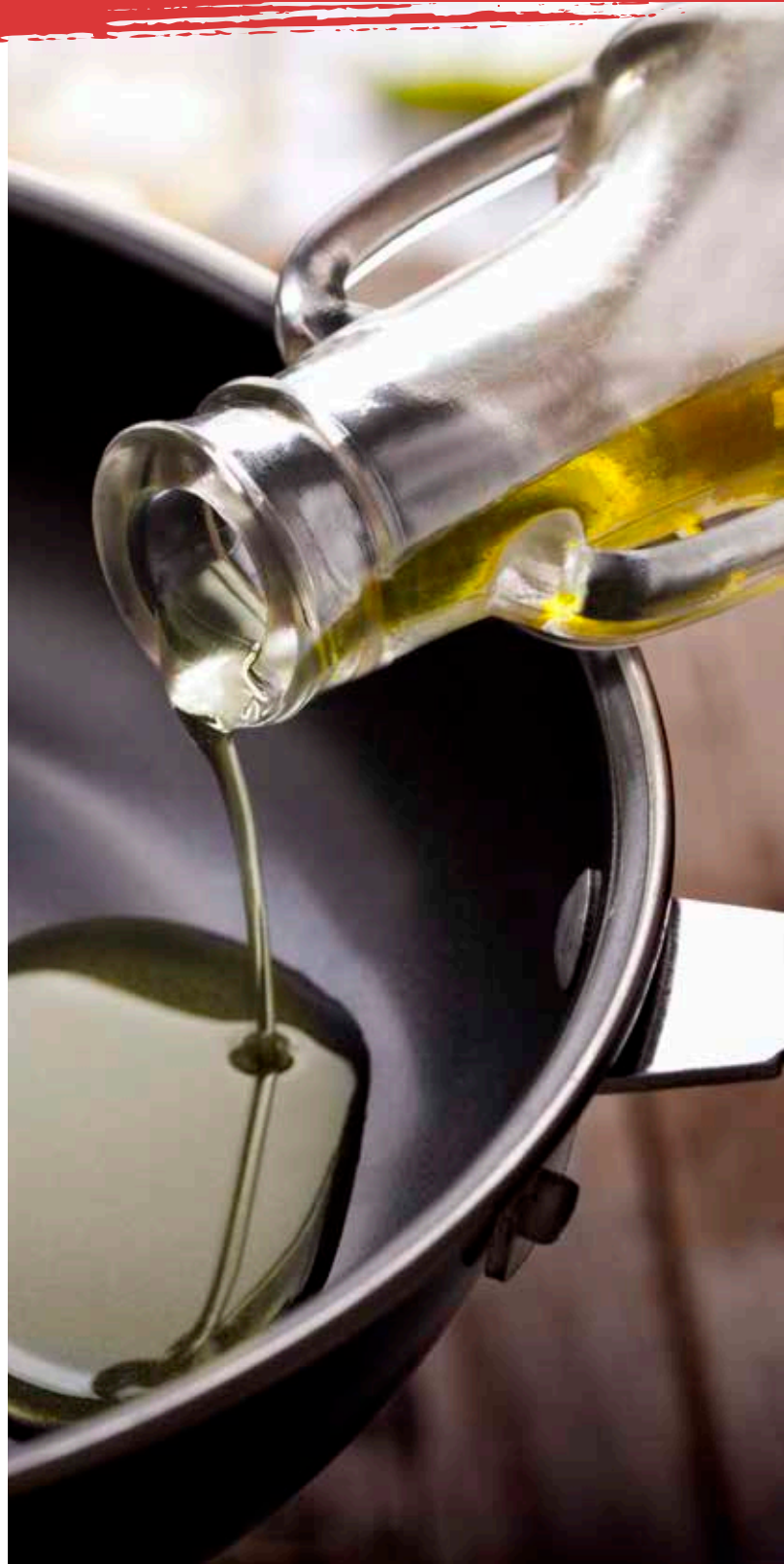
Quick Tip: Start in the oil aisle of the grocery store to find the most healthy fats; you can see these as you walk past the fresh veggies (don't forget to grab an avocado or five!).



NEXT, MAKE QUICK VISITS TO THE BULK
NUT AISLE AND DAIRY SECTION.

BEST KETO FATS TO EAT REGULARLY

- Butter and ghee
- Extra virgin olive oil
- Coconut oil
- MCT oil
- Red palm oil
(sustainably sourced)
- Avocado oil
- Lard, tallow, chicken
or duck fat



KETO FATS TO EAT IN SMALLER AMOUNTS



- Hemp oil (cold pressed)
- Flax seeds and flax oil (cold pressed)
- Chia oil (cold pressed)
- Nuts (avoid nuts like cashews, which are the highest in carbs)
- Nut oils (macadamia oil is the lowest in PUFAs and the best choice)
- Full-fat dairy products, ideally grass-fed (cream, high-fat cheese)

KETO FATS TO AVOID



- Hydrogenated or partially hydrogenated oil or fat
- Industrial and processed seed oils
- Industrial and processed vegetable oils
- Conventional dairy products

Highly processed and hydrogenated fats are pro-inflammatory, increase the risk of heart disease and other illnesses, and are bad for overall health.



Quick Tip: Unhealthy processed and hydrogenated fats are often found in store-bought cookies and desserts, crackers, fast food, salad dressings and marinades, condiments, and vegetable oils like sunflower, safflower, soybean and canola oils.



Dairy can usually be eaten in moderation on the keto diet, but the type of dairy foods you eat matters. First of all, dairy has natural sugars, so it's important not to overdo it.



DAIRY PRODUCTS WITH ADDED SUGARS,
LIKE SWEETENED YOGURT AND KEFIR,
SHOULD BE AVOIDED ENTIRELY.



Choose pastured or grass-fed dairy products, raw dairy products when possible, and always choose full-fat products, not low-fat or diet. Full-fat dairy products from grass-fed cows have higher levels of healthy omega-3 fatty acids and CLA (conjugated linoleic acids).

Unlike low-fat or non-fat conventional dairy products, which can increase inflammation, full-fat grass-fed dairy products don't have an inflammatory effect. When eaten in moderation, full-fat dairy products can help keep weight off.



GOODBYE
NONFAT MILK,
HELLO
FULL-FAT CREAM!

BEST KETO DAIRY FOODS

- Full-fat cheese
- Whole cream
- Full-fat unsweetened Greek yogurt and kefir



KETOGENIC FRUITS & VEGETABLES



VEGETABLES ARE AN ESSENTIAL PART OF ANY DIET FOR THE NUTRIENTS AND FIBER THEY PROVIDE.

Low-carb, non-starchy, nutrient-dense vegetables are the best veggies to eat on the keto diet. Your keto diet shopping list can include both fresh and frozen vegetables, but we prefer to source fresh, organic produce where possible.



BEST VEGETABLES TO EAT ON THE KETO DIET



- Leafy greens and lettuce (Swiss chard, kale, arugula, spinach, bok choy)
- Cruciferous (broccoli, cauliflower, cabbage, Brussels sprouts)
- Avocados
- Mushrooms
- Zucchini and summer squash
- Asparagus
- Cucumbers
- Radishes
- Green beans
- Bell peppers



When it comes to vegetables, you cannot go wrong with lots of green vegetables. And we do not count the carbs from green vegetables in particular, as the health benefits are innumerable.

As there is a lot of fiber and low-GI compatibility at play here, you can just trust us that no one has ever been kicked out of keto for eating too many green vegetables.



Colored, or white vegetables, on the other hand, tend to be higher in starch, glucose, and carbs, so tread lightly. The trick to accelerated results on keto is to make your carbs work for you and the quality of carbs is super important.





QUICK TIP: MOST VEGETABLES THAT GROW ABOVE GROUND ARE LESS STARCHY AND LOWER IN CARBS (LIKE GREENS AND BROCCOLI).

Most vegetables that grow underground (like potatoes and root vegetables) are higher in carbs.

VEGETABLES TO AVOID ON THE KETO DIET

- Sweet potatoes and yams
- Potatoes
- Parsnips
- Corn
- Leeks
- Green peas



Fruits are generally avoided on the keto diet, because of the high sugar content of fruit.

TOO MUCH FRUCTOSE FROM FRUIT OR
OTHER FOODS CAN KICK YOUR BODY
OUT OF KETOSIS.



ONE DELICIOUS EXCEPTION IS BERRIES, WHICH ARE ANTIOXIDANT RICH AND LOWER IN CARBS (BUT SHOULD STILL BE EATEN IN MODERATION).





QUICK FACT: TECHNICALLY, AVOCADOS AND TOMATOES ARE FRUITS.

Don't avoid avocados, which are an ideal low-carb, high-fat keto food. Tomatoes, on the other hand, should be eaten in moderation because of their higher carb content. We prefer to eat Roma tomatoes as these offer lots of nutrients with fewer carbs compared to cherry tomatoes.

KETO SNACKS



When hunger strikes, there are plenty of healthy keto snacks to choose from, including ready-to-eat snacks that can be added to your keto diet shopping list. Ready-to-eat snacks require little or no cooking and make staying on a keto diet convenient and easy.

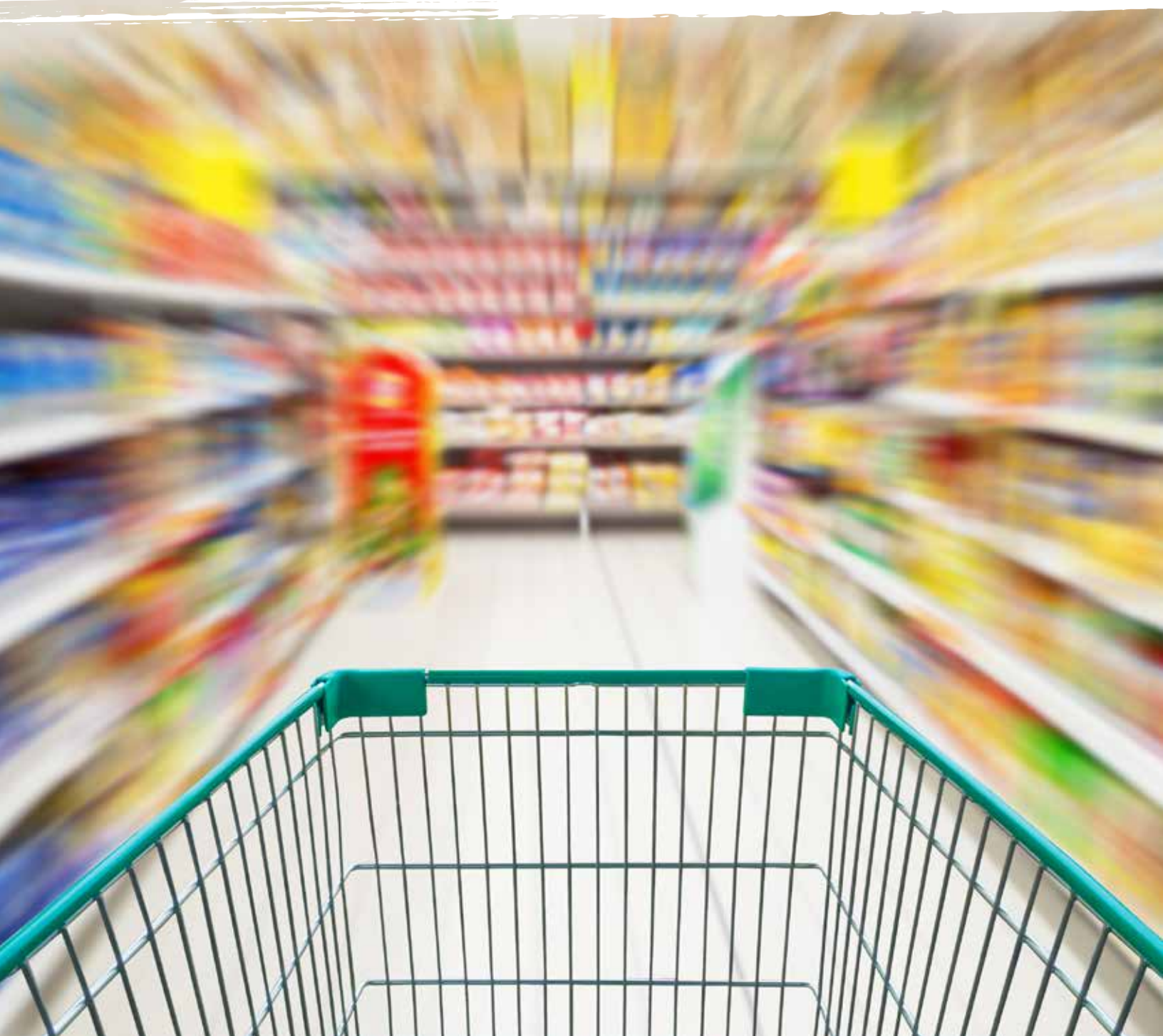


READY-TO-EAT GROCERY FRIENDLY KETO SNACKS



- Full-fat cheese
- Nuts and natural nut butter
- Coconut flakes and coconut butter
- Avocado/guacamole
- Sardines with keto-friendly oils
- Olives
- Sliced vegetables
- Hard-boiled eggs
- Parmigiano-Reggiano cheese
- Beef or turkey jerky (watch for added sugar)
- Gluten-free crackers made with healthy fats

THE SNACK AISLE IN A GROCERY
STORE ISN'T A GREAT PLACE TO
SHOP FOR KETO SNACKS.



Many snack foods are made with grains (like corn, white flour, rice, and oats), sugar, and industrial or hydrogenated oils. Packaged snack foods are processed foods that provide empty calories with little nutritional value.



KETO SNACKS TO AVOID

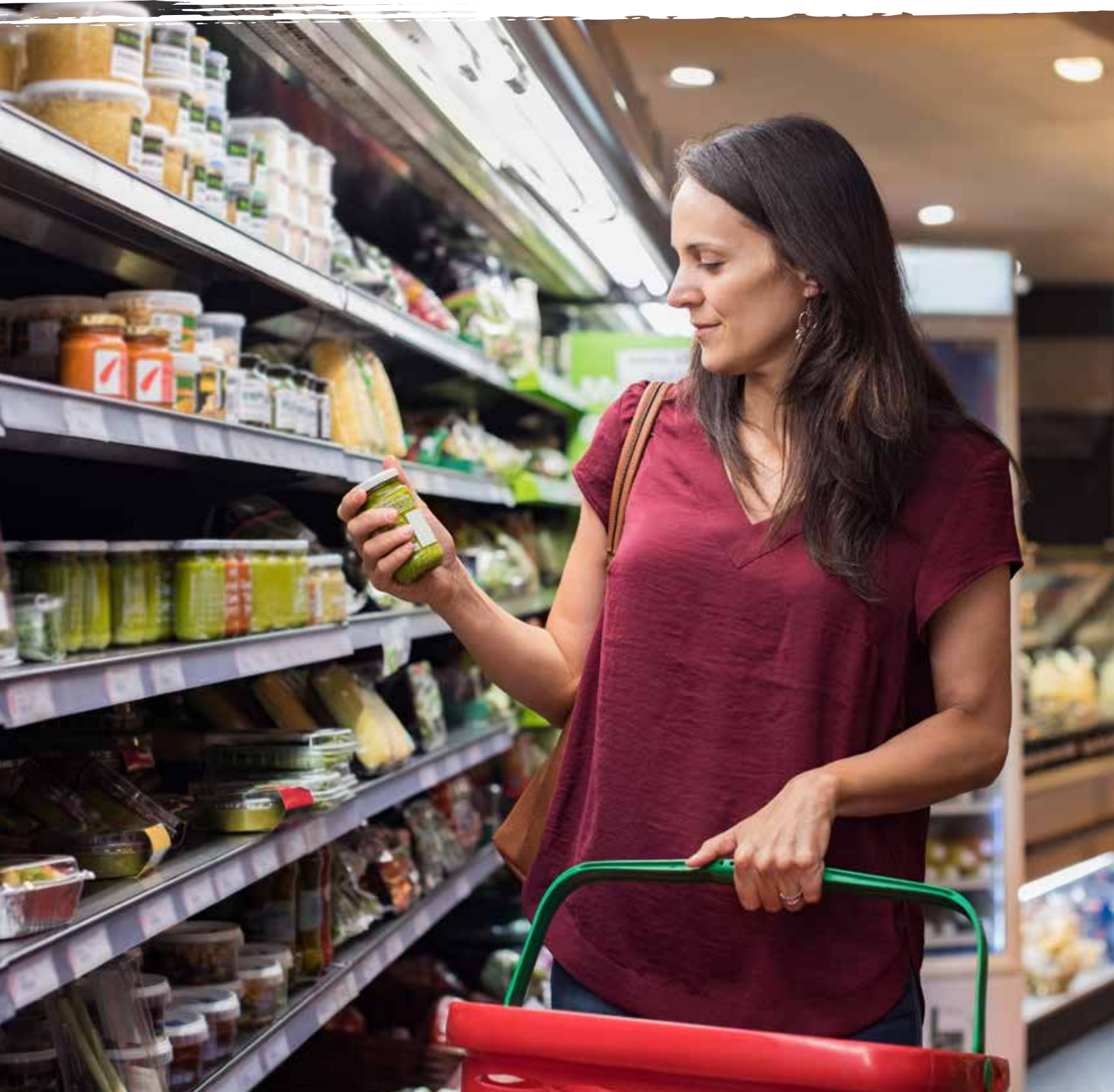


- Most crackers, chips and other similar snack alternative foods
- Desserts made from grains and sugar (including cookies, cakes, ice cream)
- Sweetened smoothies, yogurt drinks, and sports drinks
- Sweetened coffee drinks
- Snack bars and protein bars with high sugar and carbs
- Ingredients like natural sugars, dried fruits, and sweetened chocolate

KETOGENIC CONDIMENTS



The trick to finding the best condiments to eat on the keto diet is to read labels and avoid those made with unhealthy oils and sugar.



THE BEST CONDIMENTS TO EAT



- Mayonnaise made with avocado oil or extra virgin olive oil, with no sugar added
- Herb butter
- Pesto
- Bearnaise and Hollandaise sauce
- Homemade ketchup
- Salsa
- Guacamole
- Tabasco, and other hot sauces made without sugar
- Tahini (sesame paste)

Avoid store-bought condiments that contain unhealthy oils, sugar, and artificial thickeners.



CONDIMENTS TO AVOID



- Salad dressing made from canola, safflower, sunflower or soybean oil
- Salad dressing with added sugar and artificial thickeners
- Mayonnaise made from canola, safflower, sunflower or soybean oil and with added sugar
- Store bought ketchup (high in sugar)
- Store-bought BBQ sauce (high in sugar)

FLAVOR DOESN'T ONLY COME FROM CONDIMENTS.

Fresh herbs, spices, hot peppers, fresh lemon juice and sea salt, are all flavor-enhancing ingredients.



Spice blends are an easy way to add lots of flavors, especially to meat and seafood. Skip store-bought spice blends that have sugar and additives, and blend your spices and sauces at home.





Some of our favorite recipes include spices like ras el hanout and za'atar seasonings which can both be made at home.

HEALTHY FATS LIKE BUTTER, COCONUT OIL, AND NUT OILS CAN ALSO ADD FLAVOR TO FOOD.

KETOGENIC DESSERTS





THE BEST KETO DESSERTS AREN'T JUST LOW CARB; THEY'RE A SOURCE OF HEALTHY FAT AND NUTRIENTS.

Keto ingredients like coconut oil and coconut butter, nut butter, and whole cream can lead to really delicious keto desserts.

Low carb sweeteners like stevia, monk fruit, xylitol, and erythritol can sweeten up desserts if needed, on occasion.

UNLIKE SUGAR, THESE SWEETENERS
DON'T AFFECT INSULIN.



QUICK TIP: THE LONGER YOU FOLLOW
THE KETO DIET, THE FEWER SUGAR
CRAVINGS YOU'LL HAVE.



Try to stick with desserts made from just a few healthy ingredients, like full-fat cream drizzled over berries or a spoonful of coconut butter.

BEST DESSERTS TO EAT



- Whole cream and berries
- Desserts sweetened with stevia, monk fruit, xylitol and erythritol
- Fat bombs
- Dark chocolate with a high cacao percentage (at least 80%)

Avoid desserts made with grains or sugar
(including honey and maple syrup).



Also avoid sweets made from artificial ingredients, including artificial sweeteners like sucralose, aspartame and saccharin.

THIS OFTEN MEANS THAT TRADITIONAL ICE CREAM, PASTRIES, CAKES, COOKIES, AND CANDY ARE OFF LIMITS. DON'T WORRY!



There are many yummy gluten-free and sugar-free keto desserts that are amazing substitutes; you can check out our [free keto recipe blog](#) for lots of inspiring ideas.



Several low-glycemic sweeteners are either zero-calorie or low calorie and can be bought at the grocery store.

Stevia and monk fruit are natural sweeteners, and xylitol and erythritol are sugar alcohols.



THESE TYPES OF SWEETENERS WON'T
RAISE YOUR BLOOD SUGAR.

KETO SWEETENERS



- Stevia
- Erythritol
- Xylitol
- Monk fruit

KETOGENIC MINERALS & VITAMINS



Even on the keto diet, which provides an abundance of nutrients, it might be necessary to supplement. Keto supplements can support your journey to ketosis by supplementing fat or protein.



HIGH-QUALITY FISH OIL AND PROTEIN POWDER WITHOUT ADDED SUGAR ARE TWO COMMON KETO SUPPLEMENTS.

Exogenous ketones are a supplement that provides an immediate hit of ketones for your body, making it easier to burn fat and stay in ketosis.



Whether you're just starting the keto diet or are already in ketosis, exogenous ketones will provide a helpful boost of minerals and electrolytes.

MAGNESIUM AND CALCIUM ARE TWO ESSENTIAL MINERALS TO BE MINDFUL OF ON THE KETO DIET.



Magnesium is a common deficiency, and we need it to control hundreds of cell processes. Calcium is also essential, and if you're cutting back on dairy, then it can be found in leafy greens, unsweetened almond milk, and fish.

Sodium and potassium are electrolytes that can be flushed out, especially during the first weeks of ketosis when water weight is lost.



MAKE SURE TO DRINK LOTS OF WATER, AND ALSO ADD BACK SODIUM AND POTASSIUM.



SUPPLEMENTATION CAN ALSO OCCUR
NATURALLY BY EATING FOODS RICH
IN THE MINERALS AND VITAMINS THAT
MIGHT BE DEFICIENT.

KETO SUPPLEMENTS



- Fish oil
- Magnesium (nuts and leafy greens)
- Calcium (high-fat dairy, unsweetened almond milk, leafy greens, fish)
- Sodium (sea salt, sea vegetables like kelp and nori)
- Potassium (avocados, salmon, nuts, leafy greens)

KETO GROCERY FOODS TO AVOID



THE FREEZER SECTION



- Frozen breakfast foods, like waffles, pancakes, and muffins
- Frozen vegetables with added sauces
- Frozen high-carb vegetables like corn, peas, sweet potatoes and potatoes (fries and hash browns)
- Frozen high-carb fruit
- Frozen meat with sauces or seasonings that contain sugar, gluten, and artificial ingredients
- Breaded fish
- Frozen pizza and pasta
- Frozen burritos

THE DELI



- Sliced deli meats with sugar or nitrates
- Salami, hot dogs, bacon and other cured meats with sugar and nitrates added
- Low-fat deli meat
- Low-fat or processed sliced cheese
- Side dishes like potato salad, coleslaw, and macaroni salad
- Cooked meat with BBQ sauce

CANNED OR PROCESSED FOODS



- Canned fruit
- Jams and jellies
- Nut butter with added oil or sugar
- Canned soups and pasta
- Canned beans
- Canned high-carb vegetables (corn, peas, pumpkin puree)
- Energy and protein bars
- Sodas, fruit juice, energy drinks, sweetened coffee drinks
- Condiments and sauces with sugar, gluten, and artificial ingredients

PRINT AT HOME: YOUR SIMPLE KETO GROCERY LIST



PRINT AT HOME: YOUR SIMPLE KETO GROCERY LIST

VEGETABLES

- Spinach or Swiss chard
- Arugula, mixed greens, or other salad greens
- Broccoli
- Cauliflower
- Brussels sprouts
- Zucchini
- Asparagus
- Mushrooms
- Cucumbers
- Fresh herbs
- Arugula
- Eggplant
- Mushrooms
- Bell peppers
- Fennel
- Cabbage
- Celery
- Kale

WILD-CAUGHT SEAFOOD

- Wild caught salmon
- Shrimp
- Sardines
- Mackerel
- Shrimp
- Crab
- Tuna
- Mussels
- Cod

FRUITS

- Roma tomatoes*
- Avocado
- Blackberries
- Raspberries
- Blueberries
- Strawberries
- Coconut
- Lemon
- Limes
- Olives

DAIRY/ REFRIGERATOR CASE

- Cage-free eggs
- Whole cream
- Half and Half*
- Unsweetened almond milk
- Coconut milk
- Almond milk
- Cultured dairy products, like full-fat sour cream or unsweetened full-fat kefir
- Cheese
- Cottage cheese
- Cream cheese
- Plain Greek yogurt
- Grass-fed butter

GRASS-FED MEAT

- Chicken
- Grass-fed steak
- Ground lamb
- Turkey
- Beef
- Venison
- Pork
- Lamb

NUTS AND SEEDS

- Macadamia nuts
- Flaxseed
- Brazil nuts
- Chia seeds
- Walnuts
- Pecans
- Hemp seeds
- Hazelnuts
- Sesame seeds
- Pumpkin seeds
- Almonds

QUALITY OILS

- Extra virgin olive oil
- Coconut oil
- Avocado oil
- Nut oils
- Coconut butter
- MCT oil

PANTRY

- Mayonnaise (only mayo made from olive oil or avocado oil, and without added sugar)
- Nut butter (preferably natural)
- Macadamia nuts, almonds, or walnuts
- Coconut butter
- Coconut cream
- Olives
- Flours (almond, coconut, psyllium husk)
- Sweeteners (erythritol, stevia, monk fruit)*
- Psyllium Husk Powder
- Unsweetened Coconut Flakes
- Liquid Stevia
- Unsweetened Cocoa Powder
- Vanilla Extract

HERBS & SPICES

- Fresh Chives
- Fresh Dill
- Fresh Basil
- Garlic
- Dried Parsley
- Ground Cinnamon
- Ground Ginger
- Black Pepper
- Cayenne Pepper Powder
- Celery Salt
- Onion Powder

CONDIMENTS

- Olive oil mayonnaise
- Mustard
- Unsweetened ketchup
- Oil-based salad dressings
- Sugar-free syrups*
- Keto-friendly BBQ sauce
- Balsamic vinegar
- Tahini sauce
- Buffalo wing sauce
- Heinz Reduced Sugar Ketchup
- Dijon Mustard

KETO SNACKS

- Almond Butter
- Natural Creamy Peanut Butter (no added sugar)*
- Dark Chocolate 85%+
- Pork Rinds
- Jerky
- Yogurt
- Olives
- Cheese
- Nuts

**Eat these items in moderation, as they may contain higher carbs per serving. Note any changes in your body or progress. Natural Creamy Peanut Butter (no added sugar), for example, is fine for many people, but may cause inflammation in others. Sugar alcohols may also cause GI upset or stall weight loss results.*