



# Eat This, Not That!: The No-Diet Weight Loss Solution

*David Zinczenko , Matt Goulding*

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**Eat This, Not That!: The No-Diet Weight Loss Solution** David Zinczenko , Matt Goulding

The original and best-selling installment of *EAT THIS, NOT THAT!* has helped literally thousands of people improve their lives by increasing their nutritional intakes while blasting away unwanted belly fat. The secret? The revolutionary concept that the battle of the bulge is won not through deprivation and discipline, but by making a series of simple food swaps that can save you hundreds – if not thousands – of calories a day. *EAT THIS, NOT THAT!* is the only book that holds the food industry accountable for the surreptitious loads of sugar, fat, and sodium stuffed into foods that were once reliable sources of lean nutrition. It arms you with the savvy tricks and insider information you need to eat well in today's dangerous food landscape. With *EAT THIS, NOT THAT!* you're the expert in every eating situation, from the frozen food aisle to your favorite fast food joint to your local sports bar. You control your food universe--and lose the pounds you want--because, unlike every other customer, you'll know the smart choices to make--instantly! Now get this: The pressure from *EAT THIS, NOT THAT!* is actually reshaping the food landscape to your benefit! Since it's original publication in 2007, here's how some restaurants have responded:

- Baskin Robbins eliminated its 2,300-calorie Heath Bar Shake.
- Outback Steakhouse downsized its Aussie Cheese Fries from 2,900 calories to 2,140 calories.
- Macaroni Grill replaced the 1,120-calorie Kids' Double Mac 'n' Cheese with a more reasonable 670-calorie version.
- Restaurants such as Quiznos, Red Lobster, and Olive Garden began publishing nutritional information for the first time ever.
- And that's just to name a few!

## Eat This, Not That!: The No-Diet Weight Loss Solution Details

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# From Reader Review Eat This, Not That!: The No-Diet Weight Loss Solution for online ebook

## Brandon O'Neill says

After reading this book, I am convinced that the food (labeling) industry is one of the most corrupt. It is unbelievable how much they get away with. Low fat may be just that, but when more salt is added to make the taste still be good, is that any better? What I've learned:

- Labels mean basically nothing. Read the ingredients.
  - Mayo and high fructose corn syrup are evil and they are in a lot more food than you would think. Read the ingredients.
  - The best is to make your own food at home. You know exactly what is in it. Always take left-overs home from a restaurant as their serving sizes are way above what the body needs.
  - Salads are not a great option, when slathered in dressing. Many times, they have more calories than chicken or beef dishes.
  - Once again, do your own research. The food industry is trying to sell you stuff, not watch out for you or your waistline.
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## Dani says

This book is terrible. I read this book during a slow day at the bookstore where I work, and I was disgusted. A book that suggests you can lose weight by making the giant lifestyle decision to eat a Big Mac instead of a Whopper is mostly likely authored by Satan. It also offers genius advice on which entree at Chipotle packs the least calories, as well as the healthiest menu item at TGI Friday's.

Honestly, if you eat fast food everyday, switching from the fillet o'fish to white meat McNuggets is probably the least of your worries. If you thought your cholesterol level was too low on your last doctor's visit, or if you really don't want to live past 50, this is the book for you.

This book is great for anyone who wants to "diet" by not dieting at all. Also great for those who have no desire to shed the extra layer of blubber that keeps us so wonderfully warm and toasty in the winter.

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## Kevin says

this book should be re-titled as "don't eat this OR that."

seriously.

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## Simon says

This book was shocking and unreal. I could not believe some of the facts I discovered. I have and will

continue to change the way I eat and think a lot better about what this "food" can do to my body.

Sure, its okay to indulge, but these facts are staggering and I wouldn't want my own children to eat this stuff. That is all it really comes down to...stuff.

This can't be food, its just not right, but it is called food and we as the human race have come to accept genetically altered and lab experiment toxins and chemical agents to be pumped into our fast and furious food to make it all appealing to the eyes and mouth.

Our bodies take the toll and by the time we make connections, it can be too late.

I will never look at Skittles or hamburger patties the same way again, I gag at the thought of a McDonald's Triple thick milkshakes, and I wish that Coldstone Creamery was so much healthier. As for the fast food industry itself, I am just sad.

Since I read the 2010 version of this series, I have decided to swear off all soda for a year and so far I am successful. One month and three days down, 11 months to go. Its actually not that hard. I have no craving for the stuff and when ever it is available, I have carbonated water. It's like pop and its only water, healthy choice.

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### **Flora Smith says**

I really enjoyed this book. It was so much more than a diet book. The writing style of the authors was really fun as well as informative. Its not a fad diet, instead its full of information helping you to make better choices about what you are eating as well as portion size and when to eat to help boost your metabolism. It contains alot if nutrition information of various foods as well as fat and calorie content. It talks about choosing food with more nutritional value instead of just empty calories and starving yourself is not doing your body any favors. It also encourages excercise including tips to be less sedentary while working an 8 hr a day sit down job. Overall I thought this was a relly good book and recommend it to anybody just wanting to lead a healthier lifestyle.

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### **Erin says**

I've read lots of diet books over the years. I can spout the downfalls of Atkins and South Beach Diet in my sleep, and there was a two-month period in my early 20s that I ate pretty much nothing but rice and steamed vegetables. But diets like that aren't practical, especially when you're a working mother also trying to sneak healthful foods in on two preschoolers, and trying to omit food dyes and boost omega 3 foods for the kiddo with ADHD.

So forgive me for a minute as I do a happy dance for finding Eat This, Not That. Without sounding cheesy, this is really a book that can change the way you eat, and most importantly, the way you shop.

The best thing about this book is that it includes name brand recommendations and photographs of the food packaging, so there's not a lot of guesswork about what foods are preferred choices and why they are better. Think turkey breast is turkey breast? Guess again. This book will help you pick the brand that's the most nutritionally sound.

Another favorite feature -- the photo illustrations of the "perfect fridge". The author has assembled the best of the bunch in every category just to make your shopping list building a little easier.

I love this book. I got it from the library, and fully plan to buy it and use it as a reference moving forward. It's common sense nutrition information and advice for real people that are trying to make the healthiest choice possible and wade through the sea of marketing and confusing product packaging. I'd call it a must read for anyone that eats. Period.

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### **Colie! says**

I got this (well, actually the 2011 version) for my boss who eats at Hooters like everyday and wants to lose his potbelly but refuses to give up junky food. A lot of it's the lesser of two evils, so if you're super jonzing for some fries and you want to TRY to be good, you'll learn that KFC's wedges are actually pretty sensible. It also has a sweet grocery guide where it's not the lesser of two evils, but the better choice, period, arming you for smarter shopping. I started reading it and was so interested, I wound up getting my own copy (super cheap off amazon) so I wouldn't wind up dogearing his. I'm already pretty health conscious and am not one of America's obese, but it's got a lot of interesting facts and really changes the way you think about eating out. It's not just calorie tips, but also fiber, sodium and sugar, so you're more aware of what your intake really is composed of. I'd recommend this for pretty much anyone who eats out in America, or goes grocery shopping, even if just to skim. It'll definitely steer you clear of the Cheesecake factory, I tell ya that much.

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### **Suzanne says**

We had great fun with this book as a family. So much so that I went out and bought 2 additional versions. Rick and I keep shooting each other looks and shuddering over shared memories of dinners at Outback Steak House where we would split an Onion Blossom without leaving so much as a stray crumb of breadding...before we tucked into our enormous dinners. Turns out that in so doing we were consuming over 1000 calories each...before we tucked into our enormous dinners.

It also explains why so many of my days ended with me in tears lamenting over not being able to zip my size 16 jeans and pushing the old size 2 jeans further and further toward the abyss that is the back of the closet.

My kids were fascinated by the numbers (because they are stone cold nerds) and have actually started making note of their food choices (produce colors and snack portions). Today, Henry asked if we could eat at Johnny Rocket's and we asked him what grade he thought the book would give it he decided that burgers at home would be a better way to go. When I served up sweet potato rounds and kale chips on the side, mentioning the colors and nutrition, he munched away...I won't say happily, but without commentary.

I deducted one star b/c the author foolishly tells his readers that they are not overweight by their own actions but b/c the food industry has amped up portion sizes and snuck stuff into the food. Bollocks. That's all I have to say about that. And I know a little something about it b/c those back-of-the-closet jeans eventually fought their way back to the light. Unfortunately, I couldn't wear them anymore b/c some of the zippers were broken and I could no longer find 10" long jeans zippers to replace them. Also mysteriously absent from the stores by that time? Thong bodysuits to wear to aerobics. Go figure.

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## Valerie says

I came to this book by way of *Eat This Not That! for Kids: Raise a Lean, Healthy, Happy Child!*. I was pretty riveted by that book, mainly because the amount of horrible things in fast food and pre-packaged foods for kids is practically indecent. So when my library emailed me to let me know that *Eat This Not That: Thousands of Simple Food Swaps That Can Save You 10, 20, 30 Pounds-or More!* was waiting for me, I quickly washed down my Big Mac with my super-sized coke and rushed right over.

I wasn't really eating a Big Mac at the time, but one of the things that I learned in this book is that if I was going to, that would be a better option for me (at 540 calories and 29 grams of fat) than a Whopper with cheese (760 calories and 47 grams of fat).

This book is full of information like that, and its point isn't necessarily to educate you about the *healthiest* foods, but rather the *healthier* options. There are sections on fast food, supermarket foods and drinking, among others, and in each foods are compared to each other, with the reasoning behind the choices explained.

It's a pretty good book to check out if you're looking to improve your diet, and depending on how much you already know about nutrition you can take a little (or a lot) of knowledge away from it.

You can learn about things like:

*Grill flavor: An ingredient in some Burger King items, like the TENDERGRILL Chicken Sandwich and the breakfast sausage. The "flavor" is actually partially hydrogenated soybean oil.*

Gag.

Or that a bean burrito from Taco Bell isn't that bad for you (340 calories, 9 g fat). If you ask for it "fresco" style they'll replace the cheese and sauces with chunky tomato salsa, which cuts even more fat and calories.

Fresco style. Who knew?

Sushi = good for you. Hooray! But soy sauce = bad for you. Groan. (A single tablespoon of soy sauce has over 1,000 mg of sodium.) But did you know you're not really supposed to dip your sushi in soy sauce, anyway? At a good sushi place, the chef will serve the sushi exactly as it's supposed to be eaten.

So: try the sushi without the soy sauce. Or use a low-sodium soy sauce.

Educational!

Here's a good one. Did you know that regular Oscar Mayer bacon is better for you than Oscar Mayer turkey bacon? They both have the same amount of calories and fat, but their turkey bacon has more sodium. Way to throw us one from left field, Oscar! Tricky, tricky, tricky.

Did you know that Hellmann's makes a cholesterol-free mayonnaise? It uses canola oil instead of soybean oil, and has half the calories and fat of the original. That's one of the products to which I'll be switching.

I could go on and on about what I learned from this book, but I think what's important is that everyone who reads it will take away something different. But I think everyone who reads it will learn some pretty painless ways to improve their diet and nutrition, and in this day and age I think it's a good thing to arm yourself with this kind of information. It will help you to make healthier choices. Even at McDonald's.

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## **Emily says**

This book was good and bad. Here's why:

GOOD: If this guy was writing as a secret advocate of the fast food industry, it totally worked on me. All I want to eat is fries and ice cream and pasta and burgers and taco salads. The pictures in the book were very tempting. Hmm...maybe this should not be listed under the "good" part of my review.

I liked it the most that it does not tell you what NOT to eat, but what to eat instead. And it breaks down meals from so freakin' many restaurants you would not believe it. So let's say you don't want to go totally with the "healthy" food at McDonalds. You can pick and choose because it gives you good and bad choices that actually correspond with each other. I hate it when they (whoever) suggest that instead of the fries that you are craving that you should eat 1/3 of a baked eggplant and drink 3 glasses of water with lemon. HELLO? When I want some fries I either need fries or something SIMILAR. I don't care if the eggplant and water fill me up. I am not interested in that. I am interested in feeling some hot, crispy, salty fries in my mouth. My stomach will just have to deal with it, filling or not. So anyways, this book subs in healthy stuff that is actually close-ish to the unhealthy.

Also, the book is not exclusively for certain diets, like no-carbs. It is a general guide to making better choices. It compares sodium where sodium is a problem, for example. So it is a little bit of everything for everyone. And because seriously, a diet has got to accommodate eating out. This one says, "Hey..you are going to do damage. Such is life. Here's how to do a little less damage."

Oh! And in addition to the restaurant stuff it does comparisons of stuff like salad dressing, breads, cookies, etc. Cool.

BAD: I am craving fries. And curly fries. And a Slurpee, which is weird because Slurpees were not even in this book.

It would be nice to have a pamphlet version of the book or something to take with me wherever I go. A lot of the stuff that was a bad choice surprised me a lot. I'm not sure if I can remember it all on my own.

Also, toward the back of the book where it does product comparisons, there were a few products that were repeated. Ok, except they were not repeated exclusively as good or bad choices. Like Kraft Zesty Italian. In comparison to the other items on the page it was either better/good or worse/bad, but I can't remember which is which.

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## **Christine says**

I picked this book up because I was working on a topic for a weight loss group presentation. Anyone interested in, not just weight loss, but a healthier lifestyle should add this book to their reading list. It's not the kind of book you sit down to read on a Sunday afternoon but WOW is it packed full of information. I found so much information in this single book that I could have used it to do several meeting presentations (and just might). After going through this book I picked up the Eat This! Not That! Restaurant Guide and am slowly working my way through that one as well ... let me tell you, there are some pretty scary numbers in there if you are trying to maintain any semblance of healthy eating when you go out. The positive thing, it offers you choice options and even some recipes to make those restaurant favourites at home in a healthier manner and for less money. Even if you are not interested in the topic next time you are in a bookstore just page through one. They are fun books to look through and I'll wager you have more than one "I didn't know that" moment.

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## **Carmyn says**

As I strive to alter my eating habits and head toward a healthier lifestyle, I find myself more and more attracted to things like this book. It features eight chapters of full color, info packed pages--each chapter, with a different emphasis.

The first identifies 8 foods you should eat every day and 20 to avoid at all costs. Yes to yogurt and black beans (probably not together! blech!). No to a Burger King Triple Whopper with Cheese, Fries, and a King size Coke. (2200 calories)

Chapter two examines 60 different restaurants and identifies the best and worst meals to be found and why. Even though my community doesn't have many of the restaurants in the book, it's the WHY that I find particularly helpful. Here's one thing I learned--mayo is the devil.

Chapter three offers a menu decoder that provides strategies for eating right at any restaurant. Avoid taco salads, soy sauce, and iceberg lettuce (not much nutrition in the iceberg variety).

Chapter four provides a holiday survival guide.

Chapter five takes you through different products you might buy at a supermarket. Avoid the Lean Cuisine butternut squash ravioli.

Chapter six provides a healthy beverage guide.

Chapter seven suggests the right foods for dealing with all kinds of situations: stress, when you are trying to have a baby, when you want a good workout, etc. Peppermint tea helps with stress. Spinach salad is good for the sad.

Chapter eight has suggestions for kids.

I found that while even though many of the specifics for restaurants don't apply the healthy principles behind their recommendations and warnings still did.

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## **Melodie says**

I borrowed this from a friend and the premise is interesting. I suppose if you eat this kind of stuff everyday making the change from "God-awful" to not quite as bad is definitely a step in the right direction. And I know people who do eat this stuff all the time. I try to be a bit smarter than that, but it's good to know what things might take a little longer to kill me when I decide to hit the fast food drive thru!

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## **Hannah says**

This is just my opinion, mind you, but I think this book is stupid. For a few reasons:

1. They call this a "reference." Something you will look to when you are making decisions. However, it only gives you 1-3 options at each restaurant. So, what if I don't want a chicken sandwich at Carl's Jr? You won't know what else to choose. Not a very good reference if you ask me.
2. They don't explain WHY you should choose one food over the other. Yes, they give some nutritional information, but how is the average-joe supposed to understand? Or make healthy choices on foods that are not included in the book if they don't understand the WHY of healthy food?
3. This will not help people who make home cooked meals. This is for packaged/process options & restaurant/fast-food eaters. Which, to me, isn't a healthy way to eat. This book will not teach you to eat healthy; just help you with the ability to choose the better of two bads.

I did, however, enjoy reading how horrible foods are in America. For example: A Baskin-Robbins Chocolate Oreo Shake (Large) is 2600 Calories and has 135 grams of fat!!! WOWZA! (And sick....) I gave it two stars for the enjoyable gross-out factor.

Would not recommend this book.

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## **Tammy says**

Do you like McDonald's Caesar Salad with crispy chicken?

You probably shouldn't. At 410 calories and 19 grams of fat, a Quarter Pounder (minus the cheese) weighs in healthier than said chicken salad that contains 550 calories and 32.5 grams of fat.

I suppose you could always dump the special Paul Newman salad dressing and toss the cheese, cutting the calories almost in half.

When I'm not following Weight Watchers, I will occasionally pick up Jack-in-the Box's Southwest Chicken Salad. Yummy! But again, it is not as healthy as I thought it was with 590 calories and 39 grams of fat. Their Hamburger Deluxe is only 280 calories - total shocker!

And there are plenty of do's and don'ts when grocery shopping.

For instance ...

I was annoyed - seriously! - to see Smart One's (Weight Watchers) Lasagne Florentine on the "not this" list. It contains 10 grams of sugar - who knew? Instead, Michelina's Roasted Red Pepper Spaghetti with only 270 calories and 6 grams of fat was suggested.

Bummer!

Capri Sun - only 10% juice with 26 grams of sugar. Ouch!

YooHoo's (remember these?) - only 110 calories and 1 gram of fat

Weight Watcher's (AGAIN) Vanilla Ice Cream Sandwich - 140 calories with 12 - count them - TWELVE grams of sugar!

Fudgsicle Fudge Bars - 100 calories

OR

Popsicle Sugar-Free Cherry - only 15 calories and 0 grams of fat (Woo Hoo!)

Honestly, this book was good in that I am a little more conscious about what I buy at the grocery store and how I order when we eat out. There is even a semi-great section for kids. It contains a break-down of their daily needs in calories and vitamins by age. Suggestions on which foods boost energy and promote better behavior (um ... yeah ... right!)

Another good thing about this book is that it includes "Menu Decoders", "Hidden Dangers" (ie. a large Sonic's Minute Maid Cranberry Juice Slash, the Ryan Seacrest of drinks, has more sugar than 3 sodas), and "Weapons of Mass Destruction" such as Romano Macaroni Grill's Spaghetti and Meatballs with 2,430 calories per serving and three times your daily recommended intake of saturated fat. Yikes! That ain't your momma's meatball!

What did I dislike about this book?

It is marketed as the "No-Diet Weight Loss Solution".

Come on! If you eat a Double Quarter Pounder at Mickey D's every day and wash it down with a couple of YooHoo's, who's really going to lose weight?

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