



**THE BULLETPROOF
EXECUTIVE**

*SHOPPING
LIST*

The Bulletproof Diet Shopping Guide

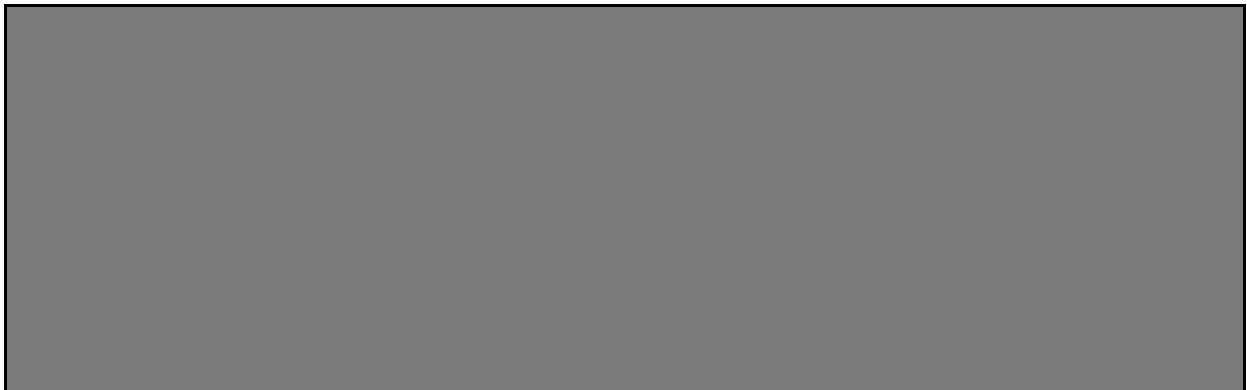
The complete shopping guide to stocking your kitchen with foods from the
Bulletproof Diet.



By Dave Asprey

The Bulletproof Executive

<http://bulletproofexec.com>





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The Complete Guide to Stocking Your Kitchen with Foods
from the Bulletproof Diet

By *Dave Asprey*

The information contained in this guide is for informational purposes only.

I am not a lawyer or an accountant or a medical professional. I'm a completely unqualified biohacker. Any advice here is my opinion based on my own experience. You should always seek the advice of a medical professional before acting on anything you read in this document, on The Bulletproof Executive, on the Internet, in the newspaper, or in a library. No statements have been approved by the FDA.

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[The Bulletproof Diet](#) has been a phenomenal success. Entrepreneurs, students, athletes, medical professionals, stay-at-home moms and virtually everyone who implements it correctly can [reap the benefits](#). They're more focused, healthier, more resilient to infection and disease, and have boundless energy. They recover faster and sleep better. They feel Bulletproof.

[The Bulletproof Diet](#) infographic simplifies a huge amount of information on nutrition and toxins into a short set of recommendations, but I keep hearing this question:

“I get it, but how does that translate into what to buy at the store?”

This guide is a shopping list of the foods on the Bulletproof Diet. This is more in depth and provides you with lots of options to choose from. This guide also provides you with basic buying instructions for different foods like meat, vegetables, and fats. Most of the foods in this guide come from the green side of the Bulletproof Diet, with a few in the yellow zone. In general, the best foods are placed first on the list.

There are also a few links at the end for products that I know and trust.

You can take this list to the store and know exactly what to buy. No more guessing about which foods you should get.



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Shopping Tips & Key Points

This is a list of best practice tips for grocery shopping. It also provides a list of criteria you can follow when selecting certain foods.

Shopping Best Practices

1. Shop around the perimeter of the store. This is where most of the Bulletproof foods will be. This also eliminates impulsive buying of low quality foods from the center isles.
2. Buying grass-fed & wild caught meat is your main goal.
3. Don't shop when you're hungry. You're more likely to buy junk food.
4. Shop with a friend if you often make poor decisions. This helps keep you accountable.
5. When in doubt - go without. If you see a food that you're not sure about, it's better to avoid it.
6. Do as much of your shopping through farmers markets and farms as possible. Nothing beats knowing your farmer.



7. Buying food online is often much cheaper and easier to research.
8. Don't buy supplements or protein powders from the regular grocery store. They're generally low quality and will do more harm than good.
9. If it comes in a box, bag, or can, be cautious - it's probably toxic.

Buying Meat Products

Animal Product Buying Hierarchy

1. 100% grass-fed and grass-finished is optimal.
2. Grass-fed (grain- finished before slaughter) is a huge step down, but may be better than conventional meat.
3. Pastured doesn't mean anything unless it's also grass-fed.
4. Organic meat is better than conventional. .
5. Extremely lean conventional meats (factory raised) are better than no meat at all.
6. Aim for organic and pasture raised eggs. In a pinch, eggs can be factory raised because hens filter out many of the toxins that would damage their offspring. Never, ever eat "omega 3" eggs.



7. Farmed salmon/fish = bad. You're better off eating fat-free factory meat and supplementing with krill oil.
 8. Bacon and sausage may be just fine, but skip these until you know how you feel on a really clean Bulletproof Diet. Properly cured and prepared bacon is a joy to behold and healthy, but most commercial bacon doesn't make the cut. Sausage usually has spices added that are either laden with mycotoxins, hidden MSG, or both. Avoid jerky and other processed meats. It's best to buy artisan-cured bacon or sausage from your farmer or the person who made it. These tasty foods are awesome and healthy only if they're carefully prepared. Most aren't.
- Organic does not mean grass-fed. In fact, "grass-fed" does not always mean grass-fed. Unless you verify the animal was only fed grass its entire life -it was probably fed grains at some point. This is why it's best to buy from a farmer.

Buying Vegetables & Fruit

- Organic vegetables are a best, but go with regular vegetables if you're trying to save money. Either way, do not buy vegetables with even small amounts of brown spots or wilting – these will contain more toxins than you think.



- Organic is more important with fruit, but not essential. If you wash your food carefully it's generally not important to buy organic. And you shouldn't be buying much fruit anyway!
- Frozen veggies are often fresher than "fresh" vegetables because they're frozen before they have time to spoil on a shelf.
- Don't buy canned, dried, candied, or preserved stuff.

Buying Fats & Oils

- Avoid all vegetable oils including corn, cottonseed, canola, soy, sunflower, safflower (including cooking spray). Cook only with butter, ghee, or coconut oil.
- Rendered animal fat from some grass-finished animals has a significant risk of mycotoxins and contains oils that are damaged from heating. It is better than vegetable oil but not as good as butter. (For flavor, I add bacon grease at the end of cooking something.)
- Coconut oil that is "naturally" processed (fermented) is often moldy. Make sure you buy extra virgin or expeller pressed coconut oil from a reputable vendor. My favorite is Wilderness Family Naturals.
- Most nut oils have mycotoxins or damaged oils or both. (This includes macadamia unfortunately.)



- Avoid anything that says “hydrogenated” or “partially hydrogenated.” Avoid “spreads” or “butter replacements” or “low fat butter” Frankenfoods.
- Olive oil is healthy only when you do not heat or cook it. Use in moderation to avoid excess omega-6.

Buying Herbs & Spices

- It's not a good idea to keep a wide variety of herbs and spices unless you use them up frequently. Old spices sitting in cabinets are a *major* source of toxins in kitchens today.
- Choose leaf-based herbs like oregano, thyme, sage, and parsley because these have a lower mycotoxin content.
- The powdered spices like nutmeg and cloves are often contaminated with mold. Go for whole herbs when you can. Quality and freshness really matter here.
- Black pepper is almost always moldy. Soy sauce is too.
- Garlic and onion powders are often moldy and negatively affect cognitive performance. Better to use these as medicinal herbs or sparingly.
- Never buy a spice mix or anything with spice extractives, flavors, etc.
- Buy cayenne pepper in the vitamin aisle and break open a capsule to use in cooking. It's perfectly fresh every time.



Buying Dairy

With the exception of grass-fed butter and ghee, it's best to avoid dairy. There is nothing in dairy products that you can't get from the other foods on the Bulletproof Diet. Many people have a reaction to the proteins in dairy, which is why grass-fed butter or ghee is tolerated by many (but not all). If you do decide to consume dairy, here is what it should be:

- Raw, unpasteurized, and untreated.
- Grass-fed/grass-finished.
- Full fat.

If it doesn't fit those criteria, it's not Bulletproof. All dairy can be inflammatory except ghee. Make sure you tolerate it by removing it from the diet for at least 14 days and then reintroducing it. Some people tolerate goat dairy better than cow dairy.



The Bulletproof Diet Shopping List

You don't have to buy everything on the list. This is meant to provide you with options so you can choose from the choices in your area.

The following foods are all on either the green zone or the yellow zone of the Bulletproof Diet. They are ordered from best to least preferable.

Protein

Muscle Meats

1. Beef.
2. Lamb.
3. Bison.
4. Goat.
5. Eggs (not omega-3 enriched).
6. Pork.
7. Goose.
8. Duck.
9. Turkey.



Seafood

- 1.Salmon.
- 2.Anchovies.
- 3.Haddock.
- 4.Cod.
- 5.Crab. (real, fresh, not fake)
- 6.Lobster.
- 7.Mussels
- 8.Oysters.
- 9.Flounder.
- 10.Tilapia.
- 11.Trout.

Organ Meats (from grass fed animals only)

- 1.Liver (beef, lamb, goat, fish).
- 2.Kidneys.
- 3.Heart.
- 4.Tongue.
- 5.Bone marrow.
- 6.Joints (soup bones).

Oils & Fats

- 1.Grass-fed butter.
- 2.Clarified butter (ghee).
- 3.Coconut oil.



4. Coconut milk (preferably without guar gum and in a BPA free can).
5. MCT oil.
6. Extra virgin olive oil.
7. Lard & animal fat (only from grass-finished animals, hard to find)
8. Avocado oil.
9. Cocoa butter. (90% cocoa chocolate also works. Lindt is our favorite.)
10. Coconut flesh.

Leafy / Staple Vegetables

1. Spinach.
2. Parsley.
3. Bok Choy.
4. Brussels Sprouts.
5. Collards.
6. Cilantro.
7. Celery.
8. Cucumber.
9. Fennel.
10. Artichokes.
11. Carrots (limited amount)



Roots, Tubers & Safe Carbs

If you're an athlete, this is where you get your carbs.

1. Carrots.
2. Winter Squash.
3. Sweet potatoes.
4. Yams.
5. Rutabaga.
6. Cassava.
7. White rice*

*It's better to avoid all grains, but most people can tolerate white rice a few times a week.

Fruits

If you don't like fruit or are trying to lose fat, skip them, or only buy berries and other low sugar fruits.

1. Lemons, limes.
2. Tomatoes (it has seeds, so it's a fruit).
3. Berries. (strawberries, raspberries, blackberries, cranberries, blueberries.)
4. Melons. (cantaloupe, honeydew.)
5. Citrus. (grapefruit, oranges)
6. Peach, nectarine, etc.



Nuts & Seeds

Nuts are not a low toxin food because they spoil very quickly once shelled, and mold contamination is a *major* issue with nuts. Choose raw nuts and keep them frozen or at least refrigerated. Soaking nuts for at least 18 hours before eating will reduce some toxins, but not mold toxins. Your safest bet is to buy nuts in the shell. I don't eat many nuts because I find that 2/3 of the ones I buy have enough toxins to affect how I feel, and they're not convenient to soak or crack.

- 1.Coconut (fresh young is best, followed by dried)
- 2.Almonds.
- 3.Cashews
- 4.Brazil Nuts.
- 5.Hazelnuts.
- 6.Macadamia Nuts.
- 7.Pecans.
- 8.Pistachios.
- 9.Pine Nuts.
- 10.Chia seeds.

Dairy

Dairy is really easy. Don't deviate from this list!

- 1.Grass-fed butter. (Kerry Gold, Anchor, or another brand that is 100% grass fed)



2.Raw/ grass-fed/ full-fat cream (if you've verified that you tolerate it)

Spices & Flavorings

Powdered spices are often contaminated with mold. Buy leaf/herb based spices and high quality powdered spices.

- 1.Apple cider vinegar.
- 2.Himalayan "pink" salt.
- 3.Unmodified, unadulterated, pure sea salt.
- 4.Ginger.
- 5.Cilantro.
- 6.Parsley.
- 7.Oregano.
- 8.Turmeric.
- 9.Rosemary.
- 10.Lavender.
- 11.Thyme.
- 12.Sage.
- 13.Cinnamon.
- 14.Allspice.
- 15.Cloves.



Coffee

The [right coffee can be good for you](#). The [wrong coffee makes you weak](#). To get all the benefits of coffee without the drawbacks, I spent over ten years searching for the highest performance coffee on earth. Because of this attention to detail, the only coffee I 100% recommend is [Bulletproof Upgraded Coffee](#). You can learn more about it by [clicking here](#).

But you're at the grocery store, and they don't carry it. DO NOT buy any coffee at the grocery store, even a trendy one. Instead, follow the [extensive instructions on the site](#) that tell you how to identify the safest coffee in your city.

I can't stress this enough. 91.7% of coffee has mold in it. Don't mess around with bad coffee. Life is too short, and you are too important to drink bad coffee.

Sweeteners (optional)

These three sweeteners are fine, but they are usually cheaper online.

1. Stevia.
2. Erythritol.
3. Xylitol – NOT corn sourced. Needs to come from hardwood.

There is no benefit to using the following chemicals, and there is substantial risk: Aspartame, Sucralose, Acesulfame potassium (Ace-K), Cweet, and Neotame.



Recommended Products

When it comes to selecting food, it's best to buy it from the person who made it. Barring that, some manufacturers have higher quality and standards than others. These are some of the companies and products I have found to make the grade.

I carry a few of these products on UpgradedSelf.com as a way to support the cost of running the blog that serves about 50,000 people per month for free. I totally appreciate your patronage.

I only stock (or create) things that meet my obsessive standards for high performance and health, which is why I had to create my own shop in the first place. I've spent years selecting, formulating, and testing these products. You can find a full list of these things at UpgradedSelf.com.

Coffee

[Bulletproof Upgraded Coffee Beans](#)

(sorry for the shameless plug, but these are literally the highest performing coffee beans on the face of the planet)

[Chocolate](#)

[Lindt 99% Dark Chocolate](#)

[Lindt 90% Dark Chocolate](#)

[Lindt 85% Dark Chocolate](#)



Coconut Milk & Coconut Cream

Wilderness Family Naturals

NOT their coconut milk powder, which has added cow milk protein. Bleah.

Coconut Oil

Extra Virgin Coconut Oil

Organic Erythritol

(Non Corn Based Form)

Grass-Fed Butter

Kerrygold Irish Butter

Anchor Butter

Grass-Finished Meat (and wild caught seafood)

U.S. Wellness Meats

Salt

Himalayan Pink Sea Salt

Stevia

SweetLeaf Stevia



A Final Note

Hopefully this list has been helpful. We are constantly trying to make these ideas more accessible and simpler so as many people can benefit as possible.

Thank you so much for taking the time to pursue your own Bulletproof performance and support [The Bulletproof Executive Blog](#). I appreciate each and every one of you who took the time to read this, and if you have an extra second, I'd love to hear [what you think](#).

Please leave a comment or question at [BulletproofExec.com](#) or on any of the other articles and [podcasts](#). You can also reach me on Twitter [@bulletproofexec](#), or on [The Bulletproof Executive Facebook Page](#).

If you know someone else who can benefit from this kind of content, please direct them to the [blog](#) where they can sign up and get access to free resources like this eBook.

Thanks,

Dave Asprey & The Bulletproof Exec Team

<http://bulletproofexec.com>