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MEET THE COACH

Hi, my name is Jason Brownlie and I'm the coach at the **Perth Fitness Camp** www.perthfitnesscamp.com and founder of **BODYFUEL** an **online coaching platform** to educate & empower people to have more control over their diet & training routine www.kebofit.com

My coaching programmes have been created to help you transform your health, fitness and upgrade your entire lifestyle so that you can be the best version of yourself and for those around you.

I'm also a husband and dad to two beautiful daughters.



But before I share with you some life changing & valuable information, I want to let you into a little secret, I'm a product of dieting culture.

I spent most of my 20's overweight, out of shape and unhappy, I would bury my misery in sh*tty food, forget about my day with booze, and then try to

absolve my sins by dieting or getting on a treadmill for an hour.

I hated the person I saw in the mirror.

So, I totally get where you are right now....

- Low levels of strength
- Low self esteem
- Low levels of fitness
- Low levels of energy
- Probably confused about nutrition

No matter how many new so called 'diet hacks' I tried. I was still stuck. Still that skinny fat bloke too ashamed to take his shirt off at the pool.

Atkins, Paleo, Cabbage Diet (this just made me smell), Low Fat, Fasting, Shitty Slim fast, Zone Diet.....

Yep, just like you I was duped and told that there were some magical properties to these diets that made them work.

I was told that these diets and endless cardio were the only way to lose weight.

What I never realised was that these diets were too restrictive.

They didn't allow me to make choices for my well-being, they didn't give me the tools to enjoy and stick to my guns for the long term.



When I failed at what was supposed to be '*fool proof*', I'd feel like a failure. If this method was so popular, there must be something wrong with me.

They all worked great for a few weeks and then it just as quickly fell apart.

Same hamster, new wheel. What I discovered was that it wasn't me.

I just needed to find another way that worked for me, that didn't deprive me of joy, and was healthy and sustainable and still made me lose weight and feel good.

What I found was, the best way begins and ends with you. Not some quick fix approach...these DO NOT work.

Consistent, measurable changes in lifestyle and choices do.

They aren't necessarily easy, but they don't have to be complicated either.

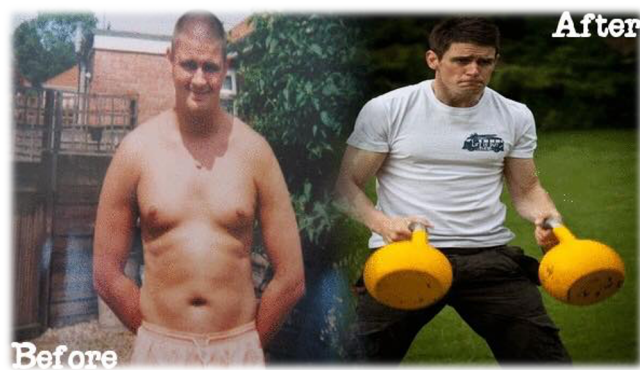
The aim of this book is to move you away from those dieting ways you've been taught so you can finally create a healthy sustainable lifestyle and meal prep like a boss.

This is the start of living your most healthy, sustainable, and authentic life.

Here's to your success

Jason Brownlie

Dad, Husband, Coach



Based in Perth? Work with me here:

www.perthfitnesscamp.com

Work with me online here:

www.kebofit.com



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🧠 Introduction: Why Shopping Smart Matters

Let's face it – the weekly food shop can feel like a tactical mission these days.

Prices are going up faster than your will to meal prep, and somehow you went in for “a few bits” and came out £67 poorer with nothing that resembles dinner.

If you're fed up with overspending at Tesco, wondering how to make your food stretch beyond Wednesday, or silently judging yourself for another Uber Eats order... this little eBook is for you.

Because *saving money on food* doesn't mean living off dry crackers and regret.



It's about:

- Being *smart* with what you buy
- Making simple meals that actually taste good
- Wasting less (food *and* cash)
- And feeling like a budget-savvy ninja every time you cook something delicious for under £2 a portion

Whether you're a busy parent, a broke student, or just someone who wants to spend less at the checkout and more on the stuff that *actually* makes life fun — this guide will walk you through how to shop, cook, and eat like a legend (on a budget).

So, grab a cuppa (Tesco own brand, of course) and let's get into it.

Chapter 2: Budgeting Basics

AKA: How to Feed Yourself Without Financial Ruin

Before we dive into shopping lists and £1 meals, let's sort the basics.

If you've ever stood in front of your fridge wondering where your food (and your money) went, you're not alone.

Most people don't have a food budget. They just... wing it.


Which usually leads to overspending, wasted food, and impulse takeaways at 8:47pm.

So, let's fix that.

So... How Much Should You Be Spending?

Here's a rough guide (UK-based):

Household Size	Average Weekly Budget (Low-Moderate)
Single Adult	£25–£35
Couple	£50–£60
Family of 4	£70–£100
Student (Shared Flat)	£15–£25 per person

 *These are just ballpark figures – your budget will depend on your income, food preferences, and how often you “accidentally” wander into M&S.*

How to Work Out YOUR Food Budget

Step 1: Look at your average *monthly income*.

Step 2: Set aside **10–15% of that for food**.

That's your max spend – including groceries, takeaways, and the 4-oat milk flat whites you're pretending aren't part of your food budget.

Example:

Take-home pay: £2,000/month

10–15% = £200–£300 max for all food and drink

Weekly budget = approx. £50–£75

Budget Tip: Track Before You Slash

Before you start cutting costs, **track what you're currently spending** on food for 1 week.

Use your banking app, receipts, or a simple tracker.

You might be surprised where it's going (spoiler: it's usually takeaways, drinks, and snacks).

BONUS: Weekly Budget Tracker

Get tracker:

<https://tinyurl.com/ytwp4y7k>

💭 Final Thoughts

Budgeting isn't about becoming a food monk.

It's about knowing where your money's going so you can spend it smarter — and still eat like a king (or at least a very organised peasant).



Next up: The Smart Shopping Mindset – where we learn how to defeat supermarket mind games and impulse buys.

🧠 Chapter 3: The Smart Shopping Mindset

(AKA: Stop Letting Tesco Rob You Blind)

Let's get one thing straight — if you walk into a supermarket without a plan, hungry, and emotionally vulnerable, you will *absolutely* walk out with 2-for-1 Jaffa Cakes, a novelty cheese, and a frozen pizza shaped like a smiley face.

Supermarkets are designed to part you from your cash.

But with a little mindset shift, you can outsmart them — and still leave with what you actually needed (plus maybe just *one* snack, you're human).

💡 1. Shop With a List – Or Regret It Later

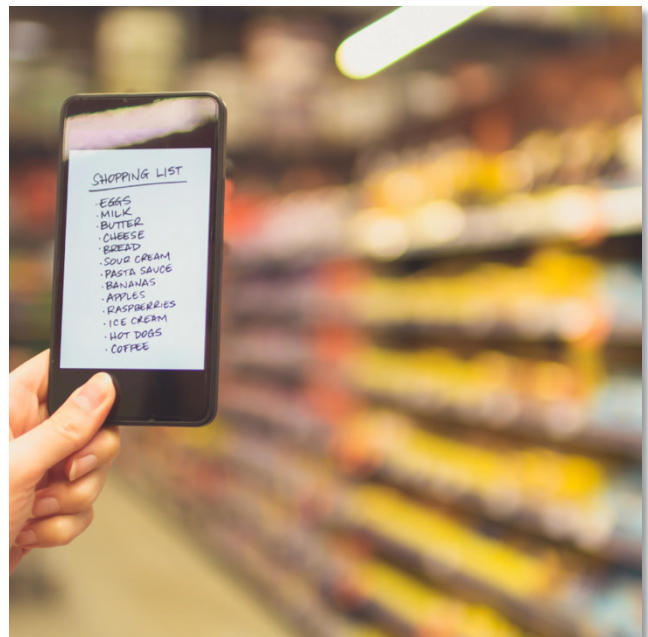
Think of your shopping list like armour.

It protects your budget, your fridge, and your sanity.

Without one?

You're a prime target for every tempting offer, random craving, and unnecessary £5 "treat."

Pro tip: Write your list based on your meal plan, not just vibes.



2. Never Shop Hungry

This isn't a myth — it's a trap.

A hungry brain thinks you need everything: crisps, cookies, and that family-sized lasagne “just in case.”

Eat first. Then shop. Or at least bring a banana. Your wallet will thank you.

3. Learn to Love Own-Brand

Seriously — you're not too posh for Aldi beans.

Most supermarket own-brand products are made in the *same factories* as the big brands.

You're literally paying more for a fancier label and the illusion of quality.

Swap Heinz for Aldi's Bramwells.

Save 60p. Taste the same. Feel smug.

4. Master the Unit Price

The big price on the shelf? That's a decoy.

The real info? It's the small print: **price per 100g / per kg / per litre.**

Use that to compare like a pro and avoid getting mugged off by “offers” that aren't actually cheaper.

5. Fresh Isn't Always Best

Frozen veg = just as nutritious. Lasts longer. Costs less.

Canned goods = shelf-stable legends.

You don't *need* fresh everything — especially if half of it ends up sad and mouldy in your salad drawer.

6. Know the Best Times to Shop

If you're into yellow sticker treasure hunting (who isn't?), here's a rough guide:

Supermarket	Best Time for Reduced Items
Tesco	Around 7–8pm
Sainsbury's	8pm onwards
M&S	After 6:30pm
Co-op	Lunchtime or after 7pm

Stock varies daily, but patience = pennies saved.

7. “Browsing” Is Not a Budgeting Strategy

You're not “just looking.” Supermarkets are *literal* mazes of temptation.

If it's not on your list, ask:

“Do I really need this, or is this a bored, hungry, or hormonal decision?”

If it's the latter — walk away.

✅ Quick Recap – Smart Shopping Mindset Rules

- Eat before you shop
- Use a list (based on your meals)
- Stick to own-brand
- Check unit prices
- Frozen/canned = smart
- Shop at the right times
- Don't browse — attack with purpose





Chapter 4: The Budget-Friendly Food List

(AKA: What to Actually Buy When You're Not a Millionaire)

Here's the truth: you don't need a trolley full of chia seeds and almond flour to eat well.

You just need a solid line-up of **budget-friendly staples** — the kind that are cheap, versatile, and won't go furry by Thursday.

Whether you're batch cooking, feeding a family, or just trying to make it to payday, these foods will stretch your meals and your money further.



Cheap Protein Picks

(High in nutrition, low in cost – no sad boiled chicken required)

- Eggs (12-pack = ~£2.00)
- Tinned tuna or salmon
- Chickpeas, lentils & beans (tinned or dried)
- Greek yoghurt (500g tub – shop brand)
- Frozen chicken thighs or drumsticks
- Frozen Quorn mince or sausages
- Peanut butter (check for 100% nuts)
- Reduced yellow-sticker meats (freeze 'em!)



Carb Heroes

(Fill you up without emptying your wallet)

- Porridge oats (1kg = ~£1)
- Pasta (500g = ~60p)
- Rice – white, brown, or microwave pouches
- Potatoes & sweet potatoes
- Couscous – cooks in 5 mins, feeds an army
- Wholemeal bread (freeze extra slices)
- Tortilla wraps (cheap & great for leftovers)

Veg That Won't Bankrupt You

(Fresh, frozen or tinned — they all count)

- Carrots (1kg = ~50p)
- Onions (brown, red – doesn't matter)
- Frozen mixed veg bags (80p–£1.50)
- Tinned chopped tomatoes (4-pack = £1.20)
- Cabbage, broccoli, cauliflower (all underrated)
- Courgettes, mushrooms (bulk out meals)
- Sweetcorn (frozen or tinned)

 Mix fresh + frozen veg to avoid waste & save £

Fats & Flavour Boosters

(These make your food actually taste good)

- Extra Virgin Olive Oil & real butter (buy in bulk if possible)
- Peanut butter or tahini
- Full-fat Greek yoghurt
- Cheese (grate & freeze it)
- Stock cubes/pots or bouillon powder
- Dried herbs & spices (start with paprika, garlic powder, oregano, chilli flakes)
- Soy sauce, tomato purée, mustard
- Lemon juice (bottle = 50p miracle)

Budget Extras & Life-Savers

(Not essential, but they level up your meals)

- Tinned fruit in juice
- Frozen berries (for oats or yoghurt)
- Own-brand cereal bars (snack win)
- Tea & coffee (own brand = totally fine)
- Wholegrain crackers or rice cakes
- Pitta breads (freeze & toast as needed)



BONUS: Printable Shopping List Template

Get shopping list:

<https://tinyurl.com/n46y8mjs>



Coach's Tip:

“Buy ingredients, not products.

You're feeding yourself, not assembling a snack box subscription.”

Chapter 5: Meal Planning & Prep for Penny-Savers




(AKA: How to Stop Asking “What’s for Dinner?” at 7:43pm)

Let’s be honest — meal planning sounds boring.

Like something only bodybuilders or Pinterest mums do.

But if you want to eat well *and* not blow your budget, it’s your secret weapon.

Meal planning saves:

- Money  (you only buy what you need)
- Time  (no mid-week supermarket dashes)
- Brain cells  (no last-minute dinner panic)

Step 1: Plan Around What You Already Have

Before you even *think* about writing a shopping list, do a kitchen sweep.

Check:

- Your fridge (what’s going off soon?)
- Your freezer (mystery containers welcome)
- Your cupboard (how many tins of beans do you really need?)

Plan your meals around what you’ve already got — and only buy what you’re missing.

Step 2: Build a Simple Weekly Plan

You don't need a full-blown spreadsheet. Just 5–7 basic meals that:

- Use overlapping ingredients
- Can be cooked in batches
- Won't make you cry from boredom

Example Weekly Template:

Day	Dinner Plan
Monday	Tuna pasta bake
Tuesday	Veggie stir fry + rice
Wednesday	Baked potatoes + beans
Thursday	Chicken curry + couscous
Friday	Egg fried rice
Saturday	Slow cooker stew
Sunday	Leftovers / freezer raid

✅ Keep breakfasts & lunches simple and repeatable.

Overnight oats, egg wraps, soups, leftovers — job done.

Step 3: Cook Once, Eat Twice (Or More)

Cook bigger portions. Freeze extras. Take leftovers to work.

Every time you batch cook, you're basically paying yourself in time and mental peace.

Good meals to batch:

- Chilli con carne
- Pasta bakes
- Stir fries
- One-pan traybakes
- Soups & stews
- Egg muffins or breakfast burritos

Tools That Help (But Aren't Essential)

- Slow cooker = budget-friendly MVP
- Tupperware = stackable happiness
- A decent pan + baking tray = all you need
- Sharp knife = saves your sanity



Printable Meal Planner Template

Get template:

<https://tinyurl.com/4hp7dau2>



Coach's Tip

“You don't need to be a Michelin chef. You just need a plan, a few basic meals, and a freezer that isn't full of mystery boxes from 2019.”

Chapter 6: Cheap & Cheerful Recipes

(AKA: Real Meals That Don't Cost a Fortune or Taste Like Misery)

You've got your budget.

You've done your shop.

Now... what the hell do you cook?

Here are 7 ridiculously easy, budget-friendly meals using the ingredients from your shopping list.

They're quick, tasty, and won't have you Googling "what is nutritional yeast?" at 9pm.

Each recipe includes UK measurements, rough prices, and makes enough for 2–4 servings.

1. Tuna Pasta Bake

Cost per serving: ~£1.10

Serves: 4

Ready in: 30 mins

Ingredients:

- 300g pasta
- 1 tin tuna
- 1 tin chopped tomatoes
- 1 small onion (chopped)
- 50g grated cheese
- 1 tsp dried herbs
- Olive oil

Instructions:

1. Cook pasta. Fry onion until soft.

2. Add tomatoes, tuna, herbs. Simmer 5 mins.
3. Mix with pasta. Pour into oven dish.
4. Sprinkle cheese on top. Bake at 180°C for 15 mins.

2. Egg Fried Rice

Cost per serving: ~80p

Serves: 2

Ready in: 15 mins

Ingredients:

- 1 mug cooked rice (cold or leftover)
- 2 eggs
- 1 mug mixed frozen veg
- 1 tbsp soy sauce
- 1 tsp oil

Instructions:

1. Scramble eggs in a pan. Remove.
2. Fry veg for 5 mins. Add rice + soy sauce.
3. Stir in eggs. Cook another 2 mins. Serve hot.

3. Baked Potato & Beans

Cost per serving: ~70p

Serves: 2

Ready in: 10 mins (microwave) / 1 hour (oven)

Ingredients:

- 2 baking potatoes
- 1 tin baked beans
- Optional: grated cheese

Instructions:

1. Microwave or oven-bake potatoes until soft.
2. Heat beans.
3. Cut potato, fill with beans, sprinkle cheese.

4. Slow Cooker Chicken Curry

Cost per serving: ~£1.40

Serves: 4

Ready in: 5 hours (slow cooker)

Ingredients:

- 4 chicken thighs
- 1 onion, chopped
- 1 tin chopped tomatoes
- 1 mug frozen veg
- 2 tbsp curry powder
- 1 mug water or stock

Instructions:

1. Dump everything in the slow cooker.
2. Stir. Cook on low for 5–6 hours.
3. Serve with rice or couscous.

5. Sausage & Lentil One-Pot

Cost per serving: ~£1.20

Serves: 4

Ready in: 35 mins

Ingredients:

- 4 sausages (chopped)
- 1 tin lentils (drained)
- 1 tin chopped tomatoes
- 1 onion
- 1 carrot
- Garlic, paprika, herbs

Instructions:

1. Fry sausages + veg. Add lentils + tomatoes.
2. Season. Simmer for 20 mins. Serve with bread.

6. Overnight Oats (Breakfast)

Cost per serving: ~50p

Serves: 1

Ready in: 5 mins (plus fridge time)

Ingredients:

- 50g oats
- 150ml milk
- 1 tbsp yoghurt
- ½ banana or handful of frozen berries
- Optional: peanut butter or cinnamon

Instructions:

1. Mix all ingredients in a jar.
2. Refrigerate overnight.
3. Grab, stir, eat.



7. Veggie Stir Fry

Cost per serving: ~£1

Serves: 2

Ready in: 10–15 mins

Ingredients:

- 2 mugs mixed veg (fresh or frozen)
- 1 mug cooked rice or noodles
- 1 tbsp soy sauce
- 1 tsp oil
- Optional: egg or leftover meat

Instructions:

1. Stir fry veg in oil. Add cooked rice/noodles.
2. Splash soy sauce. Add egg or meat if using.
3. Cook 3 more mins. Done.

🧠 **Batch Tip:**

Most of these meals can be doubled and frozen — future you will thank you when you're hungry and skint.



Chapter 7: Tips for Avoiding Impulse Buys

(AKA: How to Stop Going in for Milk and Coming Out £38 Lighter With No Milk)

Ever walked into the shop for “just a few bits” and emerged with sourdough, a new scented candle, and a sudden identity crisis?

Yeah. Supermarkets are masterminds of manipulation.

The layout, the lighting, the offers — it’s all designed to make you spend more than you planned.

But *not today, Satan*.

Here’s how to protect your bank balance (and your dignity).



1. Make a List — and Actually Stick to It

This is your financial forcefield.

Without it, you’re just a snack-hungry wanderer at the mercy of marketing.

Pro tip: Write your list based on your meal plan.

Not based on vibes.

Bonus pro tip: Don’t “just pop in for one thing” without a list.

You will 100% leave with things you didn’t need. (Probably hummus.)

2. Don't Shop Hungry (or Hormonal, or Heartbroken)

If your emotions are louder than your logic, *back away from the bakery aisle.*

Hunger shopping turns you into a ravenous goblin who thinks they urgently need 4 croissants, a family pack of crisps, and a cheesecake “just in case.”

Eat first. Or at least have a snack before you go.

3. Know the Tricks (And Laugh in Their Face)

- Essentials (milk, bread, etc.) are *hidden at the back* so you pass temptation on the way.
- Offers like “2 for £4” are often more expensive than just buying one.
- The snack aisle is always near the tills for a reason — your willpower is lowest when you're almost done.

 Awareness = power.

Supermarkets are clever. You just have to be *cleverer*.

4. Use Cash or a Prepaid Card

Want to REALLY stop overspending?

Leave your debit card at home.

Withdraw your weekly budget in cash or load it onto a prepaid card.

Once it's gone, it's gone. No contactless chaos.

5. Avoid “I Deserve It” Buys

Sure, you’ve had a long day.

You “deserve” a treat.

But here’s the thing —

That “treat” becomes a habit.

And that habit becomes £50/month of impulse sugar-fuelled regret.

Give yourself a budget *for* treats if you want — just don’t let your inner child do the shopping unsupervised.

6. Time Your Shops Strategically

- **Shop online** to avoid temptation and track spending as you go.
- **Don’t shop tired, stressed, or bored** — those are all danger zones.
- **Avoid “browsing.”** You’re not there for fun. You’re there for oats and dignity.

Final Thought:

“You’re not weak. You’re being psychologically manipulated by a billion-pound industry.

But now you know the tricks — and you’ve got a list.

So go in, grab what you need, and leave like a budgeting boss.”

🛒 Chapter 8: Best Budget Supermarkets & When to Shop

(AKA: Why You Should Ditch Waitrose Unless You're Just There for the Toilets)

Not all supermarkets are created equal.

Some are great for bulk bargains.

Some are great for convenience.

And some are just really great at rinsing your bank account while you queue for a meal deal you didn't need.



Here's the lowdown on where to shop (and when) if you want to keep your budget tight and your trolley full.

🏆 Top Budget Supermarket Picks (UK Edition)

🛒 Aldi

- King of own-brand dupes
- Best for: fresh fruit & veg, dairy, snacks, meat
- Middle aisle chaos: avoid unless you actually *need* a kayak or dog sofa
- Bring your own bags. And be ready to pack at lightning speed

Lidl

- Similar to Aldi, with a bit more Euro flair
- Amazing bakery section (but watch your budget there)
- Great for: fresh veg, meats, tinned goods, bakery
- Has weekly deals on meat, fish & fruit — check their app

Tesco

- Use your **Clubcard** religiously — prices drop *a lot*
- Best for: bulk deals, offers, and own-brand “Value” range
- Yellow sticker reductions near closing time (around 7–8pm)

Asda

- Known for their budget-friendly *Smart Price* range
- Good for bulk buys, meal deals, and frozen section
- Yellow sticker markdowns from 7pm onwards

Sainsbury's


- Can be pricey — BUT the **Nectar card** helps
- Best for: reduced sections, frozen veg, own-brand basics
- Look for “Sainsbury's Basics” and “Imperfectly Tasty” fruit/veg

M&S

- Let's be honest — not the cheapest
- BUT their yellow sticker game is *strong* after 6:30pm
- Worth popping in if you're near one for end-of-day markdowns

Best Times to Shop for Bargains

Supermarket	Best Time for Yellow Stickers (Reductions)
Tesco	7–8pm
Sainsbury's	8pm onwards
Asda	Around 7–9pm
M&S	After 6:30pm
Co-op	After 7pm (or mid-afternoon for early deals)

 **Top tip:** yellow sticker sections are usually near the fridges, bakery, or meat aisle. Get in, get out, feel smug.

Supermarket Loyalty Cards You Should Actually Use

- **Tesco Clubcard** – instant discounts + points
- **Lidl Plus** – scratch card savings and weekly coupons
- **Nectar (Sainsbury's)** – offers tailored to you + app-only deals
- **Asda Rewards** – money back as a cash pot to use later

Budget Ninja Apps Worth Downloading

- **Too Good To Go** – grab leftover food from local cafes/supermarkets for £2–£4
- **Olio** – free surplus food from neighbours & businesses
- **Shopmium / GreenJinn / CheckoutSmart** – cashback on groceries

💬 Coach's Tip

“You don’t need to be loyal to *one* supermarket.

Be loyal to your *budget*.

Hunt deals, play the game, and laugh all the way to the freezer.”



Chapter 9: Money-Saving Apps & Loyalty Programmes

(AKA: Let Your Phone Do the Work While You Pretend You're a Financial Genius)

You've got a budget.

You've got a plan.

But are you using your **smartphone** to squeeze every last penny out of your food shop?

Because while you're scrolling memes, there are apps out there literally giving away food, cashback, and discounts.

Yes — *free food is a thing*.

No catch.

Just slightly squashed bananas and end-of-day baguettes.

Let's go.



Too Good to Go

Best for: Discounted surplus food from shops, cafés, bakeries, restaurants

- Get “magic bags” of food worth £10+ for £2–£4
- Great for: Greggs, Pret, Costa, local shops
- You don't pick what's inside — but it's *a/ways* a good deal
- Best results: check after 6pm, pick-up slots vary



Coach's tip: Treat it like a lucky dip for your fridge.

Olio

Best for: Totally FREE food from neighbours, cafés & stores

- People list unwanted food (and non-food items)
- You request it, arrange a pick-up, and that's it
- No money involved — just waste-free community spirit
- Great for baked goods, fruit, veg, snacks, even meal kits

Shopmium / GreenJinn / CheckoutSmart

Best for: Cashback on groceries

- Buy promoted items, scan your receipt, get cashback
- Offers change weekly — sometimes 100% cashback
- Works at most UK supermarkets
- Stack with loyalty card discounts for double wins

Supermarket Loyalty Cards: Use Them or Lose Money

Tesco Clubcard

- Get instant discounts on Clubcard prices
- Earn points (turn into vouchers or rewards)
- App shows your personalised offers

Nectar Card (Sainsbury's)

- App gives personalised weekly deals
- Points = money off future shops
- Works at Argos & Esso too

Lidl Plus

- Weekly coupons, scratch cards, and reward tiers
- App only — scan every time you shop
- Monthly spending rewards (£2–£10 coupons)

Asda Rewards

- Earn “cash pot” to use on future shops
- Weekly “missions” for bonus money
- Great if you shop at Asda regularly

Bonus: Other Freebie & Savings Apps Worth Checking

- **JamDoughnut** – earn instant cashback on gift cards (stack this with discounts)
- **TopCashback / Quidco** – use when shopping online for groceries or meal boxes
- **VoucherCodes** – promo codes and occasional free food offers

Make This Work For You – Not Another Job

You don't need *all* the apps.

Start with one or two that fit your routine.

If you're already doing the shopping — why not get something back?

Coach's Tip

“Every time you use one of these apps, it's like a tiny ‘screw you’ to the cost-of-living crisis.

Use them. Milk them. Then tell your mates and act like a savings wizard.”



Chapter 10: Final Tips + Printable Templates

(AKA: Let's Tie This All Up With a Beautiful, Budget-Friendly Bow)

You made it!

By now, you've got:

- A no-fluff budget
- A smart shopping list
- A weekly meal plan
- Recipes even your bank account approves of
- Loyalty cards, cashback apps, and a new identity as a budget badass

But before you run off and start yellow-sticker hunting like a discount ninja, here's a recap of the most important rules — plus all the printable goodies to keep you on track.

✓ Top 10 Budget Food Shopping Tips (Quickfire Recap)

1. **Make a meal plan** before you shop
2. **Use a shopping list** — and don't freestyle it
3. **Eat before you go** (hungry you is a financial liability)
4. **Stick to own-brand** — you're paying for packaging
5. **Frozen + canned = clever** (and longer lasting)
6. **Don't fall for supermarket "offers"** without checking unit price
7. **Shop the yellow sticker zones** — go late for best results
8. **Use loyalty cards & cashback apps** — it all adds up
9. **Batch cook & freeze extras** to future-proof your meals
10. **Track your spending** for one week — knowledge is power

Top 5 Go-To Budget Meals (Fan Favourites)

1. **Egg Fried Rice** – the ultimate “empty fridge” rescue meal
2. **Sausage & Lentil One-Pot** – hearty, cheap, and freezer-friendly
3. **Tuna Pasta Bake** – creamy, cheesy comfort for under £1 a portion
4. **Slow Cooker Chicken Curry** – minimal effort, max flavour
5. **Overnight Oats** – breakfast done before you’re even awake

Downloadable Tools & Templates

You should have your printable toolkit — use these every week to stay in control:

-  Weekly Food Budget Tracker
-  Budget Friendly Shopping List
-  Weekly Meal Planner

Stick them on the fridge, scribble on them, turn them into your new Sunday ritual.

They’re yours to reuse every week.

Final Coach’s Tip

“You don’t need a private chef or a second job to eat well and save money.

You just need a plan, a list, and a mild distrust of supermarket psychology.”

And I'm here if you want the shortcut that doesn't suck.

Here's to your success

Jason Brownlie Coach



Work with me online >> www.kebofit.com

Based in Perth? >> www.perthfitnesscamp.com



<https://www.facebook.com/jasonbrownliecoach/>



<https://www.instagram.com/jasonbrownliecoach/>

PS. if you want help building some of the above into your life with proper guidance?



💪 Ready to STOP Googling “How to Lose Weight Fast?”

Get started TODAY!!

My BODYFUEL Online Coaching Plan gives you the structure, tools, workouts, and accountability to *live this lifestyle* – not just dabble in it.

Find out how I can help you:

- Rebuild your metabolism
- Train smarter (home or gym)
- Lose fat without losing your life
- And finally stop starting over

➡ <https://www.kebofit.com/bodyfuel28>

"Jason doesn't sugar-coat it. He gives you real tools, real support, and real results.

I've dropped 2 dress sizes, feel stronger than ever, and didn't have to give up chocolate or become a macro-counting robot. This is the first time I've actually *stuck* to something that feels doable for life."

— Kelly, 37







BONUS: Real Results, Real People, Real Budget Wins

Because saving money *and* eating well isn't just a nice idea — it's already happening for people just like you.



Client Wins

“I saved over £80 in my first month just by meal planning and shopping smarter. Plus I actually like what I’m eating now.”

– Emma, mum of 3, Cardiff

“Your tips helped me cut my weekly shop from £70 to £42 without living off toast. I’ve even got meals prepped. WHO AM I?”

– James, 34, Manchester

“I’ve tried every diet under the sun, but this is the first time I’ve felt in control of my food and my money. Game changer.”

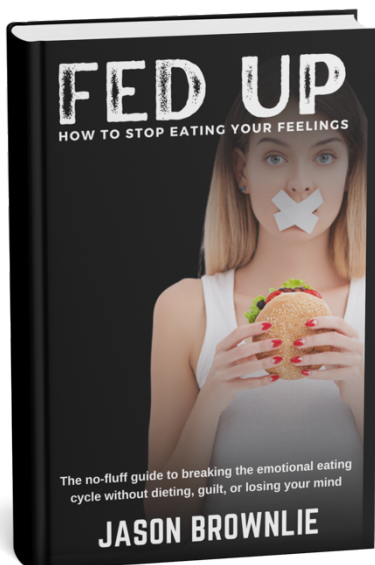
– Liz, 42, Glasgow

Continue your learning:



"I've dropped fat, built muscle, and *actually* stuck to this. First time in years." – Becky, 42

<https://www.kebofit.com/lean-muscle-guide>



"I've tried everything — tracking apps, calorie counting, Slimming World sins, detox teas (yes, I'm ashamed). But Fed Up helped me see the *why* behind my emotional eating. And now I'm actually changing, without feeling miserable."

<https://www.kebofit.com/fed-up-book>



"I genuinely thought my metabolism was broken. Turns out it was just exhausted from all the crap I'd put it through. This book made me laugh, unlearn everything I thought I knew, and finally start making progress again — without tracking a single gram of rice."

– Kelly M.

<https://www.kebofit.com/how-to-fix-your-metabolism>



"Finally... a fat loss guide that doesn't make me feel like a failure."

I've tried every diet under the sun — keto, shakes, calorie-counting apps — and nothing stuck. This is the first thing that actually made me *laugh, learn, and lose inches*. I printed out the 7-day tracker and actually *used it*. Thank you for keeping it real, Jason.

– Sophie, 34 | Working Mum of 2

<https://www.kebofit.com/resources>



💬 What People Are Saying:

"This guide made meal prep feel doable—even on my most chaotic weeks. The recipes slap. The humour keeps you reading. And I actually stuck to it. 10/10."

<https://www.kebofit.com/resources>

🙌 Need More Help?

If you're ready to level up — whether that's fat loss, meal planning, or just getting your life back on track without spending a fortune — I've got you.

👉 Join my BODYFUEL Online Coaching Plan

Real food. No calorie counting. No overwhelm. Just results.

➡️ <https://www.kebofit.com/bodyfuel28>

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