

FREE GUIDE • DIET SWAD

Kitchen Ki 10 Common Cheezein

What's really written on the labels of 10 everyday foods in your kitchen - an honest, no-fear breakdown

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Ancient Wisdom, Modern Life

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Before you open your kitchen cabinet

This is not a 'throw everything away' guide. It is a 'know what you are buying' guide. Below are 10 items found in almost every Indian kitchen, what their labels commonly reveal, and the smarter way to shop each one - in 5 extra seconds at the store.

The 10-item honest breakdown

Item	What the label often reveals	Smarter buy
1. Bread ('brown'/'wheat')	Many brown breads are maida + caramel colour; 'wheat' may be a small %	Look for 'whole wheat flour' as #1 with a stated %
2. Biscuits with chai	Maida, sugar 2-3 ways, palm oil - even in 'digestive' styles	Millet/atta-first biscuits with butter, or nuts instead
3. Tomato ketchup	Sugar often #2 - one spoon of ketchup can be ~1 tsp of sugar	Check 'of which sugars'; use chutney more often
4. Fruit juice packs	Water + sugar + 10-25% fruit + additives in many 'drinks'	Whole fruit; or packs stating 100% juice, no added sugar
5. 'Health' drink powder	Frequently 40-70% sugars by weight	Plain milk + nuts/dates; read the sugar line before believing the ads
6. Instant noodles	Maida + palm oil + flavour enhancers + high sodium	Occasional treat, not a meal; add vegetables and an egg if eating
7. Breakfast cereal	Refined grains + sugar + salt; mascots aimed at kids	Plain oats, poha, upma - or check 'whole grain %' and sugar
8. Flavoured dahi/yogurt	Sugar + starch + colours on top of the milk	Plain dahi + real fruit or a little honey at home
9. Namkeen / bhujia	Besan is fine - watch the oil quality and sodium; some add colours	Roasted chana, roasted nuts, homemade chivda
10. Packaged cake/muffin	Maida, sugar, palm oil, emulsifiers, preservatives	Bakery-fresh occasionally; millet cookies for the daily bite

Three patterns you just saw

1. **The front never matches the back.** 'Brown', 'wheat', 'fruit', 'health' - front-of-pack words are chosen by marketing. The back is written under FSSAI law. Always vote with the back.
2. **Sugar is the industry's favourite ingredient** - it is cheap, addictive, and hides under a dozen names. The line 'of which sugars' in the nutrition table is your lie detector.

3. **Fat swaps save companies money, not your health.** Wherever butter or ghee should be, palm oil usually is. That one substitution runs through half the supermarket.

The 5-minute smarter shopping routine

- Shop the outer lanes first: fruits, vegetables, dairy, eggs - things without ingredient lists.
- For anything packaged: first 3 ingredients + 'of which sugars'. Ten seconds per pack.
- Buy fewer, better snacks instead of many cheap ones - your total monthly spend often stays the same.
- Keep one 'clean default' for each craving (sweet, crunchy, chocolatey) so decisions are already made.

Our clean defaults

Sweet craving: Power Bites (dates + 10 more superfoods, no refined sugar). Crunchy: Roasted & Salted Cashews (2 ingredients). Chocolatey: Royal Bites or Millet Choco Cookies (jaggery-sweetened, real cocoa). All ₹499, FREE shipping - dietswad.in.

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