



11. Gordon's Journey: Becoming a Master

“There’s a very strong side to me that demands so much, but then there’s also a strong side that gives so much, and those that are loyal, understanding, determined, focused—they get it, and they get me.”

TAKE IT FURTHER

- Gordon didn't have money to buy expensive ingredients when he first started Aubergine. You might have the same situation in your home kitchen, but you can still cook fantastic meals on a shoestring budget. Visit local farmers' markets and grocery stores, and determine the cheapest vegetables and fruits that are in season, as well as the least expensive core ingredients such as meats, pastas, breads, and herbs. Keep notes about where to buy what, and consult them every time you need to restock. Make your groceries count; plan your purchases well ahead, and try to use ingredients several times in different meals throughout the week. [Read these tips](#) on how to save money on groceries and use everything you buy. Plan a week without food waste using the shopping list and meals [here](#).

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