

EAT AWESOME

Recommendation for Maximum Awesomeness: **Eat 3 Awesome meals each day (no snacking).**

Getting a well-balanced diet full of quality protein, healthy fats, and lots of vegetables, that is also low in sugar and processed foods will help you feel amazing – and reach maximum awesomeness. We encourage simple home-cooking and mindful eating practices – slowing down and listening to your body’s signals about hunger and how certain foods make you feel – *rather* than counting calories and measuring food.

If losing weight is one of your main goals, we highly recommend aiming for 3 substantial meals (comprised of protein, fat, and vegetables) each day and no snacking. You’ll cut out tons of empty calories and burn more fat.

Set yourself up to succeed by planning ahead. Make a meal plan and shopping list before you go to the store. Plan on making recipes that aren’t too stressful and are things that you enjoy. Having a food prep day is also helpful if you want to cut down cooking time, especially on weekdays when time is of the essence while preparing dinner.

Read on to learn more about the importance of eating well, not snacking, getting more vegetables and cutting back on sugar, as well as meal planning ideas and tricks for consuming less sugar and junk food. Then set your Week 1 goals and enjoy awesome foods that will make you feel great!

BENEFITS of healthy eating

- Body can function more effectively
 - Clearer thinking
 - Maintain healthy weight
- Regular bowel movements
- Pride; Less guilt and regret
- Enjoy meals/feel satisfied
 - Clearer, smoother skin
 - Stronger hair and nails
- Balanced hormones & mood
 - Better energy
- Better sports performance
 - Better sleep
 - Less Illness

CONSEQUENCES of unhealthy eating

- A wide range of diseases
 - Brain fog
 - Obesity
 - High cholesterol
 - Heart disease
 - Diabetes
 - Cancer
 - Allergies
- Low immune system/More illness
- Digestion issues: irregularity, constipation, Irritable Bowel Syndrome
 - Inflammation
 - Poor sleep

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WHAT & WHY?

Food is Awesome. I think we'd all agree. Unfortunately, food (what food / how much / preparation) can get really complicated. We want to keep it simple to ensure awesome results. No calorie counting. No starving ourselves. No complicated recipes you're required to use. Just a few guiding principles to help you develop better habits - with the goal of feeling awesome!

1) Eat 3 Awesome Meals. Load up with Real Food at meal time. You don't want to over eat, but make sure you eat plenty of food at meal time so that it sustains you until your next meal. Don't be skimpy. Listen to your body. The key here is to eat **more** Real Food and **less** processed food. As a general rule, if it's in a package with ingredients, it's been stripped of nutrients, and likely has lots of sugar, yucky oils, and chemicals added that don't serve us well. Focus on eating **more food from nature**: Vegetables, Fruits, Grains, Beans, Nuts, Seeds, Eggs, Meat. Especially vegetables. Most of us could stand to eat more. You can make some unbelievably delicious and satisfying meals with these Real Foods. They fuel your body better and longer than processed foods, so you'll have better energy, balance hormones and won't feel starving 2 hours after you eat.

2) No Snacking. Snacking is what gets a lot of us in trouble. Here are the main reasons for NOT snacking... **1)** It supports **ketosis** – the fat-burning state that metabolizes stored fat around our organs, promoting detoxification and fat loss. Put simply, not snacking helps us **burn more fat.** **2)** It means that we're **avoiding the junk** (empty calories) that we tend to compulsively grab for a snack (and avoid the excess salt, oil, and sugars that come with it); **3)** It helps **balance blood sugar** and combat hyperglycemia; **4)** It promotes **better digestion** and gut health, and **5)** It lets us be good and **hungry** at mealtime (our personal favorite benefit), which means we'll have room to thoroughly enjoy that Real Food we've prepared. We want to eat Real Food – and plenty of it – at mealtime to avoid the need for snacking. At first it can be hard to cut out snacks. There's the cravings, some hunger pains, or a lack of energy. But your body will adapt! It will learn to burn its fat stores for energy. The hormones that control blood sugar and appetite will adjust. Before too long, it won't be so hard, and you'll feel awesome just sipping water between meals.

3) More Vegetables! We've already mentioned this, but it's worth repeating. Depending on age and gender, federal guidelines recommend that adults eat at least 1½-2 cups per day of fruit and 2-3 cups per day of vegetables as part of a healthy eating pattern. Yet, in 2015, just **9 percent** of adults met the intake recommendations for vegetables. Most of us are in the other 91 percent and should find ways to add vegetables to each meal. For maximum awesomeness, we recommend that you eat veggies at every meal. They're easy to prepare, and so delicious!

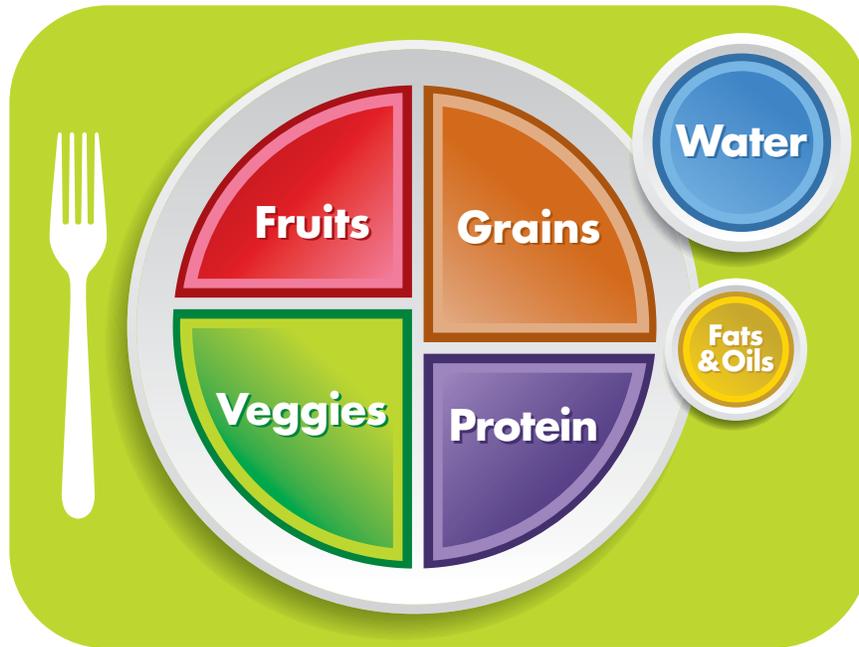
4) Reduce Sugar! Sugar is a real problem (pretty much “the devil” in the food world). And it's in almost all packaged foods and beverages. The World Health Organization recommends no more than 6 teaspoons (25g) of sugar intake each day. The average American consumes 15-20 teaspoons (63-84g) daily! High sugar-intake increases obesity, decreases the strength of our immune system, and creates a higher risk of heart disease, stroke, diabetes, cancer, and other diseases! Studies show sugar to be as addictive as cocaine. You've probably felt the powerful pull of sweet treats in the break room, at the buffet, and from your own pantry. Cutting back on sugar allows our bodies to function better – to use stored fat as fuel, to have more balanced hormones, and to have a better sense of control.

THE HOW

3 Awesome Meal Tips:

In order to thrive on 3 meals a day, without snacking in between, it's important to make them **Awesome Meals**. Each meal should include **protein** (*meat, dark green veggies, eggs, tofu, nuts, etc.*), **healthy fat** (*avocado, olive oil, chia seeds, nuts*), and **veggies** (*go for color variety*).

The Ideal Meal: The image below represents an “ideal” meal. Take a look at the plate, and start working toward similar proportions in your meal plans. Most of us need more veggies 😊. Remember, we're focused on small changes in the right direction. So start with breakfast in Week 1 and make one small positive change!



What might this look like on your plate? Here are some ideas for each meal.

Awesome Breakfasts: Egg and veggie scramble; Smoothie with spinach and fruit; Oatmeal with fruit and nuts; Hash with meat and veggies. Simply adding a fruit to your current breakfast is a step in the right direction.

Awesome Lunches: Salad with chicken and chopped veggies; Soup with veggies and lentils; Chickpea hummus and veggies; Toast with an egg(s), avocado, lettuce and tomato. Adding a serving of veggies to your favorite lunch is a great start!

Awesome Dinners: Chili with beans and veggies; Fish with potatoes and asparagus; Salad with taco meat and chopped veggies; Sautéed veggies and coconut milk over brown rice; Zoodles or rice noodles with spaghetti sauce and broccoli; Chicken with mushrooms and a salad; Bean burger on a bed of lettuce.

Make a Plan: Once a week, make a meal plan with the breakfasts, lunches and dinners you'll eat that week. Write it down. If cooking seems overwhelming, keep it very simple. Stick to things you know how to make and enjoy. You might want to use the same general meal plan every week (like we do). This simplifies everything because you know you'll be eating things you like, where the ingredients can be found, and how to prepare them. You can always change it up or get creative if you're feeling inspired or have more time.

THE HOW

No Snacking Tips:

There are two keys to success at the No Snacking guideline.

1) Make good choices convenient and bad choices inconvenient. Toss out the junk if it's tempting, or store it where you won't easily be tempted by it. Don't have things in your house that you "don't want to eat."

2) Eat enough Real Food at your 3 well-balanced meals to satisfy and sustain you until the next meal. If you're hungry between meals, first make sure you're on track with your water goal for the day (our brains have a hard time distinguishing between hunger and thirst). If you're still hungry, then by all means, eat! But stick to one-ingredient Real Food snacks. Eat an apple. Eat some baby carrots. Eat a serving of almonds. Keep one-ingredient snacks handy and in appropriate portion-sizes for these instances (make them convenient). And take note to eat more Real Food at mealtime in the future.

More Vegetables Tips:

1) Eat a vegetable with each meal. Add them to your favorite meals. Love steak? Great. Eat an appropriate-sized portion of steak with a bunch of roasted, colorful veggies. Love pizza? Great. Have a slice or two with a big salad or steamed broccoli and carrots. **Bottom line:** Add a fruit or veggie to each meal (on top of what you usually eat). This can be an apple, banana, berries, carrot sticks, steamed broccoli, avocado, or another fruit or veggie found in nature. We're going for **improvement** from what you've been doing, especially if you're one of the 91% not getting enough vegetables each day.

2) Make 'em tasty! To be sure the veggies taste great, drizzle them with olive oil, and season them with herbs, sea salt, and pepper. Eat the veggies first. They'll taste even better that way, and you'll have room for them all before you fill up on the other... stuff.

Reduce Sugar Tips:

Check food labels. Look out for sugar (or one of its other [56 names!](#)). Look at ingredient lists to determine if packaged foods contain any added sugar. Check labels on your favorite pasta sauce, bread, jelly, peanut butter, applesauce and cereal. These are common foods, and most have high amounts of added sugar! Start limiting these foods or replacing them (with alternatives that contain no added sugar) and you'll spare yourself a few spoons full of sugar each day.

Here are some other tips for cutting down on sugar:

- Replace soda and alcohol with LaCroix
- Eat more sweet vegetables (like sweet potatoes, squash, cauliflower, and cooked carrots)
- Substitute sugary snacks with fruit
- Enjoy dessert 2 nights a week instead of 7
- If you take sugar in your coffee, try cutting it in half. Order your latte with half the syrup or no whip cream.

You will be amazed at how your taste buds start to change. After a while, your 'sweet tooth' will be satisfied with much less sugar. The sugary things you used to eat and drink will seem crazy sweet (and probably give you a headache, too!).

YOUR FOOD GOALS

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Where are you at currently?

How many fruits and veggies do you eat per day?

(One serving is approximately the size of your fist. Double that for raw, leafy greens.)

At **breakfast**, I usually eat _____ servings of fruit and _____ servings of vegetables.

At **lunch**, I usually eat _____ servings of fruit and _____ servings of vegetables.

At **dinner**, I usually eat _____ servings of fruit and _____ servings of vegetables.

How much sugar do you consume on average each day in food and beverages (in grams)? _____

Most of us need to increase our intake of fruits and/or vegetables. Let's make a plan to bump it up. Most of us consume too much added sugar, so let's cut back on that. Remember, you set your own goals. Start where you are and take one step forward. Focus on gradual, achievable progress that you can continue and also build on beyond our 30 days together.

My Goals for **AWESOME** Eating:

Week 1: Add a fruit or veggie to breakfast.

How will you add a fruit or veggie to breakfast?

What time will you eat your 3 Awesome Meals each day? _____

Describe your plan to avoid snacking & reduce sugar:

Describe your plan for when you will make your meal plan, shop, and prep the ingredients:

Envision how eating 3 Awesome Meals, fewer snacks and less sugar will improve your mood, energy, sleep, productivity and overall good vibes.

30^{DAYS OF} AWESOME WEEKLY MEAL PLAN

	BREAKFAST	LUNCH	DINNER
SUNDAY			
MONDAY			
TUESDAY			
WEDNESDAY			
THURSDAY			
FRIDAY			
SATURDAY			

SNACKS:

Portion out some healthy, one-ingredient snacks to have on hand/pack along if the time between meals gets too long.

GROCERY LIST:

Make a list of foods to purchase this week at the grocery store: