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# NUTRITION GUIDE



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# INTRODUCTION

This manual has been designed to deliver a base of knowledge and lifelong nutritional strategy that individuals can adapt to their own lifestyle and training goals.

The main aim is to create a nutritional foundation, which will stop individuals jumping from fad diets and falling victim to false information and marketing gimmicks. Finally, you can set out on a lifelong nutritional regime, which isn't overly restrictive, caters to your social life, allows you to enjoy the finer things and gets you the results you desire.

Having this base knowledge and knowing how to adapt your nutrition, in a flexible manner and in different situations will be crucial to staying on track.

## NUTRITION MANUAL OBJECTIVES

- Learn the basics.
- Understand the dynamic nature of your template.
- Create a flexible nutritional regime around your lifestyle and preferences.
- Calculate individual BMR, Macronutrient breakdowns and how to count calories to fine tune your nutrition (optional).

# NUTRITION 101

People classify their nutrition into food items, subjective labels and in isolation from the rest of their diet. Its rare people pick something up and consider the nutrients and calories that it actually contains. Understanding Macronutrients (proteins, fats and carbohydrates) and micronutrients (vitamins and minerals) is a necessary start to building a nutritional regime.





## PROTEIN

Proteins are the building blocks of life and are essential parts of all living organisms. Structural components like your muscles, skin, bones, hair and finger nails all require significant amounts of protein via dietary intake. You basically are a big protein. Ingesting protein drives the bodies' growth and repair pathways and will help aid training results. It also has a great satiating (filling) effect, and is therefore advantageous for fat loss and body composition goals. Lastly, it acts to create and sustain a strong immune system. Ingesting a good protein load every 4-5 hours where possible will maximize training recovery and muscle building.

## FAT

Dietary fats are essential for cellular function, growth, development, hormone production, nutrient absorption and energy to name a few. They also provide a satiating effect just like proteins do. Dietary fats will also regulate and keep a healthier body temperature. Unfortunately, dietary fat gains a bad rapport and is somewhat demonised from ignorant media sources and companies looking to exploit the market via "low fat" products. Fat is essential for health and performance and it must be included for all processes health and physique related. Consuming low fat products doesn't necessarily mean it's healthy or lower in calories. What we usually find is the opposite, whereby the fats have been replaced with refined sugars.



## CARBOHYDRATE

Carbohydrates are the actual energy molecules that fuel us. Our brain needs available glucose for its survival and our muscles use it as its preferred energy source for movement. Like dietary fats, Carbohydrates are essential for all sorts of functions and must be included for all processes health and physique related. It's advantageous to consume carb sources that are packed with vitamins, minerals, fibre and antioxidants.

## ALCOHOL

Alcohol is the 4th and final macronutrient and unlike proteins, carbohydrates and fats, it isn't necessary to consume, sorry! That said, it can certainly be included in a balanced and moderated diet. You may also find it helps stress reduction and your involvement in social situations. Both of which need to be considered when chasing optimal health. The key with alcohol and its considerations are dose dependent and this will be covered further in the "alcohol intake" section.

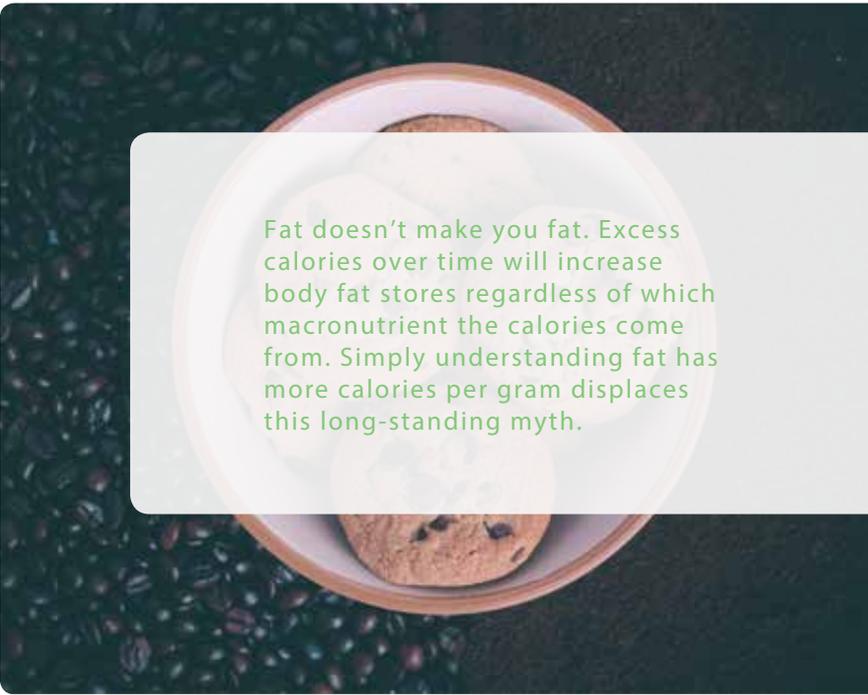
After providing a brief insight into macronutrients you can clearly see that proteins, carbohydrates and fats all play a significant role and must be included and considered in your diet. Macronutrients are the only energy molecules that we consume and it's where our calories (kcal's) come from. These differing macronutrients have different calories per gram of food you ingest.

\*per gram of food

### Macronutrient

### Calories

|               |                   |
|---------------|-------------------|
| Protein       | 4 kcal's per gram |
| Carbohydrates | 4 kcal's per gram |
| Fats          | 9 kcal's per gram |
| Alcohol       | 7 kcal's per gram |



Fat doesn't make you fat. Excess calories over time will increase body fat stores regardless of which macronutrient the calories come from. Simply understanding fat has more calories per gram displaces this long-standing myth.



## MICRO NUTRITION

After Macronutrients, we must consider our micro nutrition (vitamins and minerals), the fibre content and our water consumption. Too often than not, individuals are focusing on minute details and completely forget about what's going on with their macronutrients. Make sure this doesn't happen. Vitamins and minerals that we consume, come in wide portfolios and differing amounts. For the most part, eating fresh, whole fruits and vegetables with a variance in colours should cover a broad range of nutrients nicely. Fruits will not make you fat, just the same way dietary fat doesn't inherently make you fat. Fruit contains fruit-sugar (fructose), a simpler form of carbohydrate containing 4kcal per gram. As a carbohydrate source, fruit makes for an excellent choice.

## FIBRE

Fibre is a form of carbohydrate necessary for digestion and absorption. Digesting and absorbing the food you consume is just as important as eating it and is a commonly overlooked area. Fibre will be best found in whole grains, leafy vegetables and fruit skins. For the most part, choose carbohydrate sources containing fibre. To make life easier, choose real whole food and you'll have this covered.

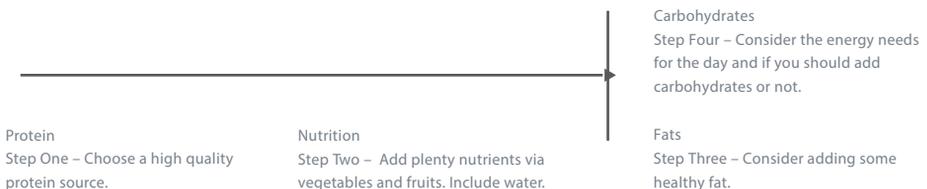
## WATER

Your body is largely made up of water and its essential for all bodily functions such a detoxification, hydration, brain function and muscle contractions. Drinking water throughout the day, with most meals, extra around training and of course if you ever get thirsty is recommended. Should any training bouts exceed 1 hour of high intensity, consider consuming rehydration salts or an electrolyte solution in addition .



# NUTRITION TEMPLATE

Implementing the knowledge from Nutrition 101, this dynamic template aims to create a specific thought process when creating a nutritional regime or choosing what to eat. The thought process must encompass both macronutrients (proteins, carbohydrates and fats,) and micronutrients (vitamins, minerals and lets include water and fibre here). Considering both groups, use the below template in its order of importance then you have free rein to decide on the actual food you consume, based on your preferred taste, enjoyment and access. When using the template, try to get out of the habit of labelling foods as good or bad. This is far to simplistic and reductionist. Instead, consider what it actually contains (proteins, carbs and fats) and its subsequent nutrient profiles (vitamins, minerals, fibre). You need to master this to master your nutrition and stop bouncing off diets. If your not sure about what a food contains, be resourceful and search the Internet for a nutrient breakdown.





# YOUR BODY'S FEEDBACK

After completing Steps 1 and 2, 3 and 4 are on the same level where importance is considered. This is because not all meals must contain both, as the overall daily intake of fats and carbohydrates will matter much more than their frequency or which meal they're in. Almost all individuals lack proteins and nutrition hence their higher importance and higher frequency. For the most part, try placing the bulk of your carbohydrates around training or activity bouts and fats when you don't have many starchy carbohydrates.

All individuals will vary on how they feel with higher carb/lower fat and lower carb/higher fat meals. This variable you must experiment with and see how you feel and respond having more or less of one macronutrient. This doesn't mean the overall calorie count will change but how the overall calories are split and where they come from. Thankfully, your body is great at responding and giving us feedback and this applies greatly to the relative carbohydrate to fat ratios. To help you experiment, record the following 3-point criteria one hour after ingesting a meal. We're looking for the most positive outcome so if your feeling hungry, low on energy and craving sweets you most likely need to readdress the make up of the meal you ate. Most commonly, people flip the nutrition template upside down and ingest too little proteins, too many refined carbohydrates, too much unhealthy fats and too little nutrients. As a result, you'll

see the 3-point criteria all negatively effected after an hour of eating.

3-point Criteria:

- Hunger ( Do you feel satisfied, satiated or still hungry?)
- Energy (Do you feel energized, tired, lethargic or sleepy?)
- Cravings (Are you craving anything sweet, savoury or specific?)

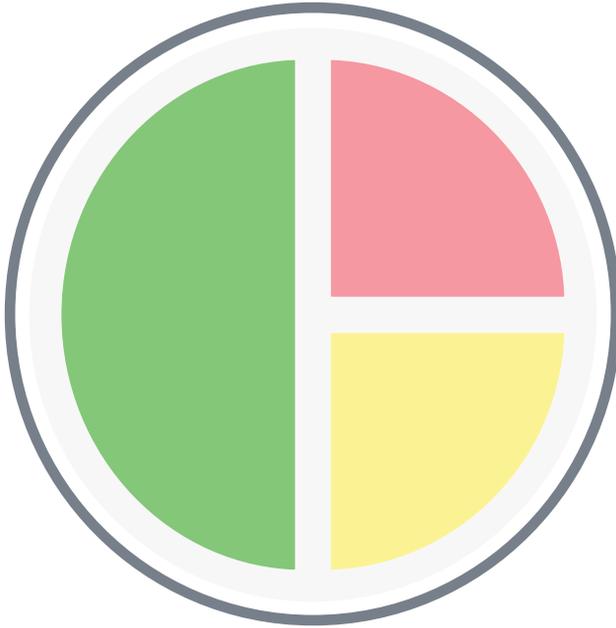
Example thought process when using the template:

When choosing what to eat for any major meal or large snack, always add a quality protein base on your plate. This could be a quality steak, fresh fish, free-range eggs to name a few. Then consider adding micro nutrition and fibre to the plate. This will best come from vegetables and fruit, the more colours the better.

Having steps 1 and 2 completed now you need to consider your energy demands for the day and how you generally feel after higher/lower carbohydrate and fat meals. This will help you balance out the meals and positively impact your hunger, energy, cravings and of course overall health. Remember to choose healthy sources of fats (oily fish, avocado ect) and starchy carbohydrates packed with nutrition (potato, oats, beetroot ect) Lastly, don't forget your nutrition results are depict over the whole day, week and month. With this in mind,



leave a small amount of room for things with lesser nutrition portfolios and things you may not deem too healthy but really enjoy eating. Having small amounts of junk food in your diet will not negatively impact your body composition goals or health. That said, you must factor in the calories if your goal is fat loss.



 NUTRITION

 PROTEIN

 CARBOHYDRATE/FAT



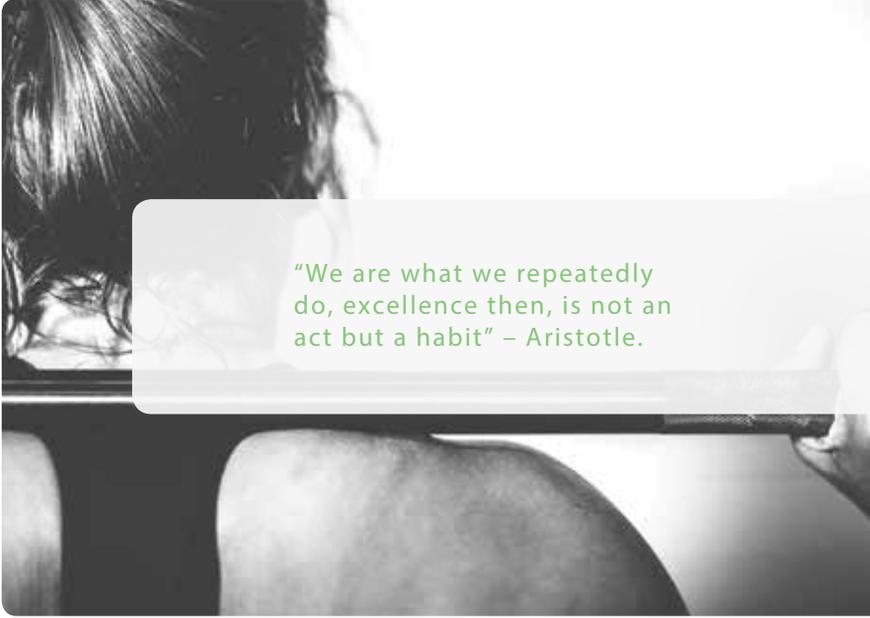
# NUTRITION PLAN EXAMPLE

|           | Sunday  | Considerations   | Monday   | Considerations   |
|-----------|---|--|--|--|
| Breakfast | Two to three whole eggs (free range) omelet cooked in coconut oil with spinach, tomatoes, and onions. | Eggs for protein and fat content. Higher quality eggs provide higher quality fats and micronutrients. Spinach for fibre and nutrients. Tomatoes for nutrients, onions for taste. Template numbers one, two and three covered well. | Whey protein shake and two bananas.                    | Whey for protein and bananas for carbohydrates, fibre and nutrients. Great for time constraints. Covers one, two and four.                                   |
| Snack     | Banana.   | Carbohydrate with high fibre and nutrition. Quick and convenient Number four covered.  | Plum, handful of Brazil nuts and almonds.              | Plum for carbs and nutrients, nuts for fats. Covers two, three and four.   |
| Lunch     | Greek yogurt with blueberries and mixed nuts.   | Greek yogurt for protein. Blueberries for nutrition and nuts for healthy fats and further nutrients. One, two and three covered well.  | Oily fish with carrots and capsicums.                  | Fish for proteins and fats carrots and peppers for carbohydrates and nutrients. Covers one, two, three and four.   |
| Snack     | Grated carrot salad with black pepper.  | Carrots are easy to prepare, carbohydrate source and nutrition. Covers two and four.   | Quest protein bar.                                     | Protein, carbs and fibre in bar. One and four covered. Great for on the go or pre planning.  |
| Dinner    | Chicken breast, sweet potato, broccoli, cauliflower and goats cheese.                                 | Chicken high protein source, sweet potato for carbs and fibre, broccoli and cauliflower for nutrition and cheese for fat. One, two, three and four covered.  | Homemade shepherds pie with vegetables of your choice. | Beef for protein and fats. Potato for carbs and vegetables for nutrients. Great for freezing and having meals at the ready. Covers one, two, three and four. |
| Snack     | Glass of red wine.  | Included for enjoyment and stress reduction. Some nutrients.   | Snickers bar and a diet coke.                          | Very calorie dense, containing fats and carbohydrates, void of nutrients. Covers three and four.   |

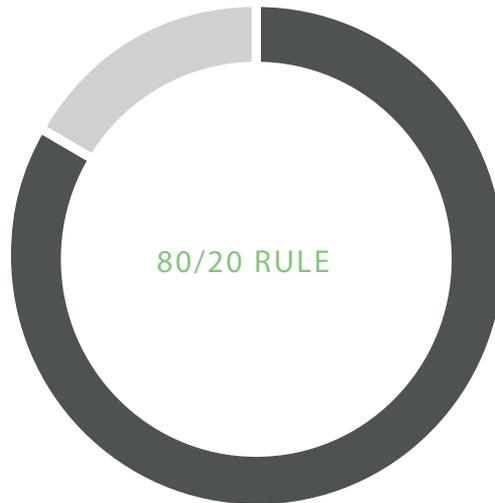
# FLEXIBILITY AND THE 80/20 RULE

Everything must be taken within the context of the whole diet, the day, the week and the month. One large glass of red wine (150kcal) or a chocolate bar (200kcal) won't impact your health and can easily be incorporated from the calorie perspective when moderated. One glass of red wine, one chocolate bar, one packet of crisps, one ice cream, an excessively sized dinner, not exercising, becoming sedentary– this is when the problems occur. The biggest mistake people make is having a lack of flexibility, which leads to an all or nothing attitude. Individuals commonly have a food indulgence, then consider the days nutrition ruined, end up binge eating and proceed with “tomorrow is a new day” and the cycle repeats. Most people can relate to this whilst throwing fad diets in-between.

Instead, be consistent with your template and appreciate there will always be some room for the less healthy stuff. What you do for the most part, will therefore govern your results from a health and body composition perspective. The 80-20 rule has been around for sometime and states that 80% of the time your eating wholesome, single ingredient, fresh, quality food and the other 20% can be lesser nutrient dense and more calorie dense things you truly enjoy eating. Try to apply this rule on a daily basis; it may even be a 90-10 rule one day or a 60-40 rule on a particular slack day. Again, It's really what you do for the most part and how serious you are about achieving your goals.



"We are what we repeatedly do, excellence then, is not an act but a habit" – Aristotle.



- You can eat anything in moderation; don't be too overly restrictive. This will generally cause people to rebound.
- Consider your nutrition like a toolbox; you just need to use the correct tools in the correct situation.
- All foods have a caloric value, but not all foods have a nutritional value. Something to think about when you choose what to eat.
- Overall calorie intake will dictate body composition changes. Don't worry about meal frequency or timings. Eating late at night won't store calories differently than it would in the afternoon. The same goes for having four or six meals.



# THE ENERGY BALANCE EQUATION.

Eating single ingredient, whole foods whilst following the steps in your template will work wonders for most people. Their energy, health, appetite hormones, gym performance will all see vast improvements. That said, the overall energy balance will ultimately dictate if you maintain, lose or gain weight and its somewhat different to health. If the overall calories coming in are higher than the energy you're expending you'll gain weight (net energy surplus). If you're expending more than you consume you'll lose weight (net deficit) and if intake is matched with expenditure you'll maintain the same weight. A clear distinction between eating healthy and eating too much needs to be made. To further this point let's say you ingest 5,000kcal/day worth of quality healthy food. A very large amount of calories and almost everyone will continually gain weight, specifically storing as fat. Contrastingly, if you only ate 1,000kcal/day but these calories all came from chocolate and sweets most people would lose weight. For best results you should be following your template whilst considering the energy balance equation.

Controlling portion sizes and familiarizing yourself with how many calories are in foods will greatly help and you'll become better with this in time. For those who wish to take this further, see the individual calculations section to track your macronutrients. Lastly, it's important to note that eating fewer calories will mean getting lesser nutrients and it will actually slow down metabolic processes. If you chose to start tracking calories, be careful you don't drop them too low, otherwise you'll have major problems.

### Daily Intake

Protein

Carbohydrate

Fat



### Daily Expenditure

BMR (Basic Metabolic Rate) dictated by body weight and for bodily functions.

TEF (thermic effect of food) digestion, absorption, storing costs.

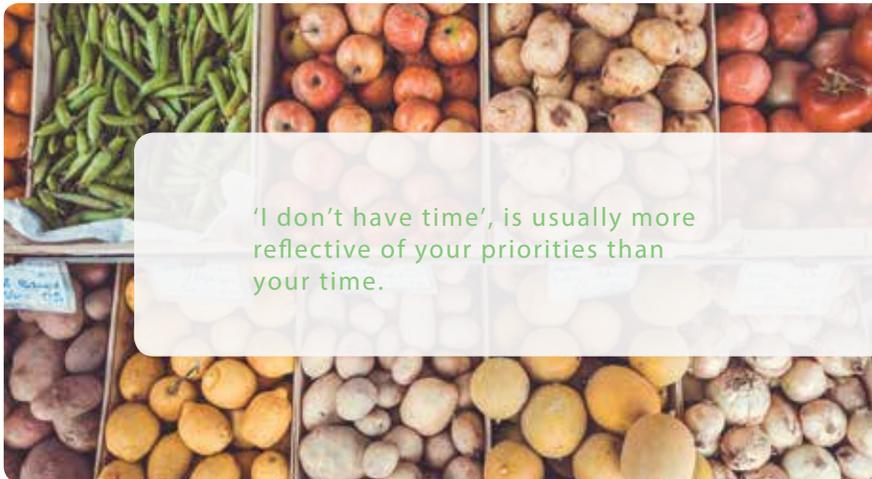
EAT (exercise activity thermogenesis movements)

NEAT (non exercise activity thermogenesis)

Not a static environment (Intake v Expenditure)

# STARTER FOOD LIST

With a nutritional base and template to work off, try to expand your knowledge of food groups and what the item or ingredient actually contains. Use the Internet and search for “calories in X food” to get the calories and nutrient breakdown. Cross check for more accurate readings. From here, create your own list like the one below and use this to feed into your template. You can then devise multiple different meals you enjoy that have the same macronutrient and calorie content, yet completely differ in ingredients and taste. Lastly, it’s important to consider that some foods will contain relatively high amounts of two macronutrients and can therefore be classified in two groups. This has been shown below with eggs.



## EXAMPLE LIST

### Protein

Fish  
Pork  
Eggs  
Lamb  
Chicken  
Beef (5%)  
Greek Yogurt  
Whey Powder

### Carbohydrates

Rice  
Oats  
Mango  
Banana  
Beetroot  
White Potato  
Sweet Potato  
Whole Meal Bread

### Fibre Sources

Fruits  
Beans  
Potato  
Quinoa  
Legumes  
Oatmeal  
Vegetables  
Whole Grains

### Fat

Nuts  
Eggs  
Cheese  
Avocado  
Olive Oil  
Coconuts  
Dark Chocolate  
Salmon, Trout, Mackerel



# INDIVIDUAL CALCULATIONS

For most people chasing a reasonably impressive health and fitness regime the above information applied will be sufficient and counting calories won't be necessary. That said, it's advisable you do this at least once to further your own understanding about your body. It's also great for those who don't realise how many calories they're bringing in and aren't seeing their fat loss goals achieved. To track calories; simply download "My fitness pal" on your mobile device through the app store. This app will take your food and calculate the containing calories and macronutrients coming in. It will also offer you advice on how to split these calories up but please keep reading, as it isn't always as clear cut.

To individualize your template further, let's start by calculating your Basic metabolic rate (BMR) or the amount of energy (measured in calories) you need per day to continue all bodily functions and maintain weight. Please note, this is largely a rough estimate and starting point to go off. Remember, we are adaptive and reactive organisms so a degree of trial and error will most likely be needed. The best way to find your BMR is to simply Google "online BMR calculator". To get the most accurate result, try 2 or 3 and compare to improve the reliability of your findings. For example, let's say you're an 85kg male with a 2,000 kcal/day BMR. Which means you need roughly this amount of calories per day to sustain functions and demands. Next, we will calculate where these calories should come from.



Remember there are only 4 macronutrients, one of which isn't essential (alcohol) so that won't be included.

Keeping your nutrition template and its order in mind, let's establish a protein baseline. Take your weight in kilograms (kg) and times that by 1.4. An 85kg male would therefore need 119g/protein per day ( $85 \times 1.4 = 119$ ). Next, is to calculate a fat and carbohydrate split which unlike protein has a lot more room for individual differences as people assimilate carbs and fats at different rates. If we already have 119g/protein for our 85kg male with a BMR of 2,000kcal/day we can work out the remaining calories to be divided by carbs and fats.

$119 \times 4$  (as protein has 4/kcal per gram) = 476kcal. This leaves us 1524kcal remaining. Protein can be higher than your baseline of 1.4g/kg and may hit 2g/kg depending on the individual, muscle mass and training demands. Factor this in, then address splitting the remaining calories up. Once you've set your protein level, keep your fats and carbohydrate split in-between the recommended percentages of overall calorie income. Remember a degree of trial and error will need to be present. Experiment with the rough numbers and see which brings around the most positive impact. Lastly, consider your water and fibre calculations.



|               |   |
|---------------|---|
| Protein       | 1.4g/kg bodyweight, up to 2g/kg bodyweight. |
| Fats          | 25-45%                                      |
| Carbohydrates | 20-45%                                      |
| Water         | 30ml/kg BW.                                 |
| Fibre         | 6g/500 kcal.                                |





# READING FOOD LABELS AND SUPERMARKETS

Learning to pick things off the supermarket shelf and read labels is a very valuable and easy skill to acquire. First, look for the calories and be aware they may be split into serving size. Then look for the grams of macronutrients (proteins, carbs, fats) and remember how many calories per gram each contain. From our example label below, we can see there is 100kcal per serving. Protein 20g, fats 1.5g and carbohydrates 0, so lets do the maths.

## Nutrition Facts

Serving Size 1 Scoop (25g)  
Servings Per Container About 200

Amount Per Serving

**Calories** 100      **Calories from Fat** 15

% Daily Value\*

**Total Fat** 1.5g      **2%**

Saturated Fat 0.5g      **3%**

Trans Fat 0g

**Cholesterol** 20mg      **5%**

**Sodium** 75mg      **3%**

**Total Carbohydrate** 0mg      **0%**

Dietary Fiber 0g      **0%**

Sugars 0g

**Protein** 20g      **40%**

Vitamin A 0%      •      Vitamin C 0%

Calcium 15%      •      Iron 0%



- 20g protein x 4kcal per gram = 80kcal.
- 1.5g fat x 9kcal per gram = 13.5kcal.
- 0g carbohydrates x 4kcal per gram = 0kcal

This adds up to 93.5kcal. A perfect real world example as almost all products will have slight discrepancies, over and underestimating. That's fine, as even tracking macros cannot be 100% accurate; instead it acts as a very good estimation. After you've done this, skim over the ingredients list, which are always in order of inclusion and consider if the item is fresh or packaged junk food. If you don't know what ingredients are (which will happen to everyone) you've got the option to Internet search to expand your knowledge. For example, you'll commonly see sugar listed as high fructose corn syrup, cane sugar, maltodextrin to name a few.

When you're in supermarkets you will generally find all the fresh meats, fruits and vegetables on the outskirts of the supermarkets with most junk taking priority up and down the aisles. Try not to go shopping when your hungry as you are far more likely to buy more junk food. If it's in the house, it's only a matter of time before its eaten.

# ALCOHOL INTAKE

Excluding alcohol from your nutritional regime is absolutely fine and will serve no negative health implications. That said, some of us enjoy consuming alcohol for enjoyment, social situations, taste and stress reduction. With these considerations you just need to be smart with alcohols consumption, consider the amount of calories coming in and remember your net energy balance. Alcohol should be considered within the 20% in your 80-20 rule if you wish to chase health and physique goals whilst not being overly restrictive. A few further facts to consider regarding alcohol:

- No nutritional value.
- Can cause severe dehydration depending on the dose.
- Effects next day decisions on food choices and energy expenditure.
- Will shunt fat, carb and protein oxidation. Therefore reduce body fat burning.
- Can still be incorporated, just consider the dose, calories, frequency and its possible impact.

# FAD DIETS AND DETOXIFICATION

Any diet has one common theme – avoidance. All fad diets advocate that you exclude a food group, certain items, not eating after a certain time or splitting up when and how you can eat. Think of any diet you’ve ever heard of and you’ll see that it limits your access to calories, that’s all. If you limit calories, you effect the energy balance equation. That’s the secret behind any and all diets, regardless of their wacky approach. They create an energy deficit, which causes weight loss - so you could argue that they all actually work. That said, dieting is an unhealthy practice as we see the following: lack of nutrients, excessively low calories, unsustainability, unenjoyable and a negative impact on lifestyle, social and work pleasures. They also create an unhealthy emotional relationship with food and create a physiological environment in your body, that’s more inclined to store body fat. All of this opposes optimal health and reinforces the successfulness of a moderated and flexible approach. Follow your template, eat a wide variety and food, don’t be overly restrictive, consider the calories coming in and enjoy your regime. Do this, and your liver will take care of the detoxifying process.

# FOOD INTOLERANCES

While food intolerances and sensitivities are genuine problems for some people, it's become a popular fad in itself to start avoiding things for the sake of it. We even see products playing off the words like "gluten and lactose free" tricking us into believing the products are now automatically healthier, when this isn't always the case. For example, both dairy and wheat can be packed with vitamins, minerals and fibre alongside an easy source of anti stress nutrients (fats and sugars) used in a balanced and healthy diet. Like most aspects of ones nutrition it really depends on the individual and their needs. If your lactose intolerant then of course stay clear of dairy, if not, you'll benefit from the more food groups included.

If your not sure or you suspect a food intolerance, then self-assess. Start taking note via a food diary and match any symptoms with the ingested foods and timings. If something is causing you a problem you'll see a trend with the consumption. If you do, exclude the said source from your nutritional regime for 30days, take note again then re-introduce that source to double check, seeing if your symptoms return. Remember, the dose-response will play a large part, therefore the quantity will elicit a bigger response. This is a great, easy, cheap and effective strategy in a strive for better health and self testing.



# SLEEP, STRESS AND EXERCISE

Individuals vary in the amount of sleep they will require, with adults needing anything from 6-9hours. A degree of trial and error is required here, just like deciding on your fat to carbohydrate ratio to see what brings about the most positive result. What can be said is that sleep deprivation will have a large and negative effect on your health, appetite hormones, fat burning ability and training recovery. Here's some suggestions to improve sleep quality:

- Address any emotional stress
- Reduce EMF (Electromagnetic Field) exposure by decreasing usage and turning devices and WIFI off hours before bed.
- Don't let your blood sugar drop too much before sleeping. Consider eating every 4-5 hours.
- Avoid stimulates such as training and ingesting caffeine near bed time.
- Keep a small note book by your bed for any thoughts you need to clear before sleeping.
- Sleep in a pitch-black room, no lights.



- Consider a sugary meal before bed. Remember your daily net calories for the day will dictate your energy balance equation, not carbs or meal timings, so don't worry about the old myth of not eating late.

Stress is a huge problem in today's society and most people are chronically affected leading to continually rising cortisol levels. Stressors can come in all forms and can lead to long-lasting fatigue if they aren't addressed. Here's some suggestions to reduce them.

- Exercise regularly, and acknowledge over-training is a possibility.
- Get enough quality and uninterrupted sleep.
- Don't be overly restrictive in your nutrition, a little can go a long way.
- Enjoy social situations with food indulges from time to time.
- Relax your body and mind. Turn all devices off, get a massage, go for a walk, anything restorative in nature.
- Get your work and personal life organized and stay on top of tasks.

Looking at exercise, it has a knock on effect to both sleep and stress as well as many physiological health benefits such as reduced cardiovascular disease, improved bone density and maintaining strength and muscle size. Exercise can take many forms, it may be a classic gym setting, playing rugby or volleyball on the beach. Do whatever you best enjoy and get the most from. The main aim here is activity, expending calories, reducing stress, and releasing endorphins. We see longevity in people who have lived a moderated and balanced life. This cannot be said for any extremes, be it a sedentary individual or a professional athlete.

# COFFEE AND CHOCOLATE

Coffee and chocolate are two of the most popular commodities and have a large place in most people's diets. Starting with coffee, consider it a double-edged sword. Coffee can act as a brilliant stimulant enhancing energy output, training performance, thermic effect and cognitive focus along with a few antioxidants. That said, too much will lessen its effects and create a dis-advantageous environment whereby the body is chronically stimulated and therefore chronically stressed. If you enjoy a good coffee, ideally, 1-2 cups per day max and find a quality coffee bean. Avoid all the instant coffees.

Looking over at chocolate, the higher the cocoa the better. Therefore, stick with a quality 75% + dark chocolate which will be higher in nutrients and lesser in sugar. All chocolate however, is very calorie dense due to the cocoa butters and dietary fat being present. This is a classic scenario of whereby someone has made a healthier change to a darker chocolate but the calories remain the same, thus the energy balance doesn't change.



# LIQUID NUTRITION

Liquid nutrition would encompass anything you would drink containing calories. Common examples are protein shakes, smoothies or meal replacement drinks. Firstly, consider what the drink actually contains from both a macro and micronutrient perspective. You're just following your template, the same you would for any other meal. After this has been done, we have some further considerations to make from a lifestyle and individual standpoint.

Consuming calories via liquid form can be advantageous when you need a meal to be quick and convenient. It can also help people to hit certain requirements when macronutrients are concerned or if they're simply not eating enough. This will be very effective for individuals with small appetites, people looking to put weight on or simply trying to increase a nutrient without eating the volume of food. At the other end, drinking calories can be problematic for people trying to lose weight. This is because drinking calories doesn't have the same satiating effect as eating them would. It's also an easy way to overeat, as shakes can be very calorie dense and drunk in seconds. Lastly, always consider the incoming calories of anything you ingest via liquid. A glass of orange juice or a latte can easily see you consuming 200kcal instantly and people too frequently overlook this.

# SUPERFOOD, PROCESSED FOOD & ORGANIC FOOD

The phrase “super food” is commonly used to describe healthier, uncommon ingredients such as tropical fruits, herbs, spices and certain nuts and seeds. Whilst the inclusion of super foods is advantageous to your health, there’s nothing particularly super about them. It’s far more accurate to realize that on a micro nutrition level, they are very nutrient dense and this is where the label comes from. Make sure you incorporate a large range and variety of nutrient dense foods into your regime but be wary of businesses playing on these words whilst selling junk. Here are some great nutrient dense foods to incorporate into your regime.

|              |           |              |            |
|--------------|-----------|--------------|------------|
| Kiwi         | Kale      | Krill Oil    | Eggs       |
| Broccoli     | Cocoa     | Coconut      | Salmon     |
| Raspberries  | Potato    | Turmeric     | Mussels    |
| Blueberries  | Squash    | Avocado      | Walnuts    |
| Goji Berries | Spinach   | Seaweed      | Flax Seeds |
| Strawberries | Mushrooms | Greek Yogurt | Chia Seeds |



Almost everything we eat is processed in some way, shape or form. Some processing can be detrimental to our health whereas others can provide various health benefits and prolonged shelf life. Following the above template, you'll be eating whole, single ingredient, nutrient dense and varied real food around 80% of the time. If you're doing this, eating some lesser quality, processed items will be acceptable. As above, your health and result will be depict from a holistic, what you do for the most part approach. On the other side of demonised processed foods is organic produce. Research is somewhat inconclusive where organic benefits are concerned, therefore it remains favourable and stay neutral with which to chose. With that said, its recommended you chose organic produce where animal products are concerned. This is so the dietary fat that passes over from say eggs or beef is of higher quality.

# SUPPLEMENTS

This section was purposely left till last, as that's the way supplements should be thought of in your nutritional regime – last. Without a solid nutritional foundation supplements will do nothing for you and you'll be wasting your hard earned money. They cannot make up for a bad nutrition regime or an ineffective training programme. They may however, provide an extra 1% once everything else is in place and should be viewed as “supplementing” the diet only. Be very sceptical when it comes to businesses and their marketing attempts. Marketing can be very clever and athletes are endorsed to be featured on their products, despite most being expensive and useless.

Here are a few supplements that actually have scientific backing and when used in conjunction with a healthy balanced diet may provide some added benefits to most individuals and their training outcomes.

- Protein powder. Quality source to act as an alternative protein source.
- Creatine mono-hydrate. Enhancing strength and training ability.
- Multivitamin and Fish oil. Quality source to be used sparingly.
- Electrolyte solution. Can be used for long intense training bouts.



# BRINGING IT ALL TOGETHER

We do what we do in the health and fitness industry to get the best quality out of life. Sometimes, people lose sight of the overall picture and lose their balance by jumping from one extreme to another. This manual certainly isn't exhaustive in nature but provides a basic foundation to work off. Set your foundations and work towards a healthier nutritional regime, lifestyle and enhanced training outcome. Remember, there will always be new fads, ideas, marketing gimmicks and food popularities but you can challenge these when you revert back to the basics. Use this nutrition guide as a lifelong resource and we wish you all the best putting it into practice.