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Simplicity is King

There really is no need to overcomplicate nutrition - most of what you read in the papers/magazines/internet makes nutrition seem really daunting, and the conflicting messages easily confuse.

I'm not going to lie to you; there really is no 'magic pill' or amazing 'new diet' that will get you sustainable results.

The ONLY way to achieve this is to set good habits in place, understand what you are eating and drinking and keep these habits going for good!

Now, we know that forming new habits is a difficult process, but you have come on board with us because YOU want to improve your health and fitness. We will help you, but the hard work has to be done from your end if you want to succeed, and once you put the effort in, you will see the benefits and you will have the tools that you need to stay healthy for life!

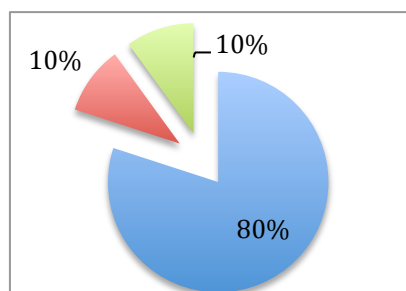
What does a good diet look like?

We don't believe in cutting out food groups as all this leads to is cravings. There is NO SUCH THING as 'bad food'. There IS however a BAD DIET.

A good (or balanced) diet consists of a wide range of foods that together provide you with all of the nutrients that your body needs to remain healthy (vitamins, minerals, fats, protein, fibre, carbohydrate).

As a rule of thumb a balanced diet should include:

- 80% Nutritious foods that you don't mind eating/enjoy
- 10% somewhat nutritious foods that you really enjoy
- 10% whatever foods you love to eat



This way, you can have your cake and eat it, whilst maintaining a balanced, healthy diet!

Meal Timing and Frequency

Timing:

This needs to fit in with your current lifestyle and work schedule as trying to fit life around food will result in you missing meals, and not getting the consistency that you need! There is no 'one size fits all' policy to this and the aim is to time your meals so that you can focus when you need to and also perform at a high level when training throughout the day.

Frequency:

Again this is a personal thing, we would recommend aiming for 3 main meals (breakfast, lunch and dinner) with maybe 1-2 snacks in between if you need or want to in order to feel good and hit your nutritional targets.

We would also recommend that each meal contain at least 25-30g protein to hit your minimum requirements, the remainder if needed can be included in snacks.

Protein (4 Kcal/g)

Protein (made up of amino acids – the building blocks for many tissues in the body including muscle) is an essential macronutrient. As such, ensuring that you have an adequate protein intake is necessary to ensure that you can maintain or increase your muscle mass whilst training, especially if you are trying to lose weight.

Good protein sources include:

Whey protein, lean meats, poultry, fish, cottage cheese, quark

Fat (9 Kcal/g)

Despite what you may have heard fat is NOT the enemy! It is another essential macronutrient (made up of various fatty acids)

Your body needs fats, along with protein to build new cells, and for good hormonal function (cholesterol for example plays a hugely important role in hormone production).

It is important that you aim to get your daily fat intake from a variety of sources including both saturate and unsaturated fats. (N.B trans-fats often found in heavily processed goods are best avoided where possible as the body can't process them as effectively).

We recommend consuming 2-3 portions of oily fish weekly or considering supplementation with a good quality fish oil if this is an issue (to ensure that you are getting enough mono and poly-unsaturated fats in your diet)

Good Fat sources include:

Nuts, avocado, oily fish, eggs, dairy, coconut, olive oil

Carbohydrate (4 Kcal/g)

NOT an essential macronutrient unlike protein and fat as if necessary the body can generate its own carbohydrate in the liver. Carbohydrates are however the preferred source of energy used by the body. These will make up the remainder of your diet after the protein and fat requirements have been met.

Good Carb sources include:

Pasta, Potato (both sweet and white), bread, honey, fruit etc

Water

Staying well hydrated is very important. The amount that is needed will vary from person to person, but a good guide is 2-3 Litres per day.

Many people don't drink enough and as a result suffer from a lack in concentration and day-to-day performance.

Fibre, Vitamins and Minerals

Fibre: essential for good bowel function,

Good Sources include: green veg, fruit and whole grains

Vitamins and minerals:

Micronutrients, but very important to ensure that you meet your daily requirements for these. As part of a balanced diet, this should not be an issue – but there is no harm in taking a multivitamin regularly to make sure. (NB> there is no information to suggest that mega-dosing with vitamin C has any impact on preventing colds/flu. As long as you meet the recommended daily intake, this is sufficient)

Fruit

Fruit contains lots of vitamins along with fibre and as such it is important to include in your diet. It does however need to be factored in still, due to its high carbohydrate content. When choosing which fruits to eat, choose the widest variety you can.

Liquids

Whilst it may not seem like it as they often aren't very filling so it is easy to unconsciously consume A LOT of hidden calories – there is no reason why you can't enjoy a smoothie or flavoured coffee as long as you know what's in it and remember to factor it in.

Alcohol (7 Kcal/g)

Alcohol itself is highly calorific (second only to fat), whilst the body has no means of storing the alcohol you drink, the body can use some of the alcohol as an energy source. This is before adding in the rest of the calories from carbohydrate found in most types of alcohol.

We recommend trying to drink infrequently where possible (ideally social occasions only) and if you plan to drink, swap out the calories you plan to drink in alcohol from the carbs that day.

FAD's/intolerances

Unless you have been diagnosed with Coeliac disease or other intolerances by your GP, it is not necessary for you to cut any food groups or types of food's out of your diet. All this does is reduce our choice, and possibly your outcome.