



Nutrition Content for Fitness Challenges

When it comes to achieving health goals, nutrition and exercise go hand in hand. Although our clients may see results initially by focusing either on nutrition or exercise, the *best* long-term results are achieved by those who combine *both*.

Why use The Nutrition Code? We are a team of Accredited Practising Dietitians and Sports dietitians with 10 years of experience in the industry. We have teamed up with many health clubs around the country to provide high quality nutrition advice and meal plans to complement fitness challenges, with excellent feedback. We are passionate about creating exceptional, evidence-based and user-friendly nutrition content that gets results for your members. We stay away from 'fads' or 'frills', and focus on long term, sustainable healthy eating principles. We offer simple and clean food, with honest and practical tips, to suit the everyday man and woman.

Our Fitness Challenge Services:

Custom Meal Plans:

Designed for the busy single, couple or family, our Custom Meal Plans include recipes that are quick and easy to prepare, with simple and seasonal ingredients. Care is taken to use all perishable ingredients (i.e. fruits, vegetables, dairy) within the week, minimising food wastage. Standard and vegetarian meal plans are available, to cater for different genders and goals (i.e. weight loss, wellbeing, muscle gain). We follow evidence-based guidelines for optimal macronutrient distribution and adequate micronutrient intake, to preserve lean muscle mass and support overall health.

Standard inclusions:

- Monday to Sunday, single week per page. Each week is self-sufficient (i.e. no overlap in bulk-cooked meals or unused perishable ingredients). Can be supplied in Excel, Word or PDF format.
- Recipe booklets in Microsoft Word format, with images
- Three meals and three snacks per day (number of snacks can be modified, by request)
- Bulk-cooking for some lunches and dinners each week (can be modified, by request)
- Small degree of recipe repetition (can be modified, by request)
- Calorie and macronutrient data – for each recipe, for each meal and snack, and/or daily totals (can be deleted, by request)

You have the option of:

- Number of weeks (a minimum of 4 weeks and a maximum of 12 weeks is recommended)
- Including weekly shopping lists

Meal Plan Support Documents:

Following a set meal plan can be challenging. We have created a number of resources to assist members with customising meal plan, to suit their preferences, goals and lifestyle. These resources also serve as educational tools, teaching members the skills needed to continue their healthy eating habits post-challenge

- Evidence summary: The reasoning behind our calorie and macronutrient targets explained

- Recipe modification guidelines (i.e. gluten Free, Dairy Free, Vegan, Low FODMAP, modifying portion size etc)
- Alternate snack lists
- Alternate 'easy meals' list. Includes examples of healthy meals using convenience ingredients (i.e. frozen vegetables, tinned fish, roast chickens, microwave quinoa pots) to create healthy meals in less than 10 minutes.
- Portion size and plating guidelines, with guidelines specific to gender and health goal
- Frequently asked questions and answers, to assist with following a meal plan
- Tips for eating out at restaurants
- Being treat wise – how to include treats, 'cheat meals' and alcohol while following a meal plan
- Following a meal plan with intermittent fasting

Motivational tools:

Keep your members engaged throughout a fitness challenge, by using the following tools:

- Nutrition mini-detoxes challenges – a guidebook to cutting out 'toxins' (i.e. sugar, caffeine, alcohol, processed food) for one or two weeks. These small challenges keep clients focused on their nutrition, and teach important healthy eating principles.
- Accountability tools – goal setting, weekly reflections, tick charts and food diaries to help members stay accountable to their nutrition goals. Trainers can get involved with monitoring.

Nutrition Content:

Go beyond healthy eating, and teach your members about key nutrition and fitness principles. We have a range of quick nutrition tips and blog content to keep members engaged, and can create custom content to suit your needs. Tips are one paragraph in length, and blogs are one page in length. Ask us about our topic range (there are too many to list!)

Member and staff support:

We care about your members, and love being able to chat with them directly during a fitness challenge, to answer any questions about our meal plans, content, or nutrition in general. We also value your staff, and would love to support them with educating members about nutrition. We offer:

- On-site group education (i.e. before/during a challenge)
- Online support - Facebook groups or email
- One-on-one consulting – at a discounted rate for members who desire extra coaching