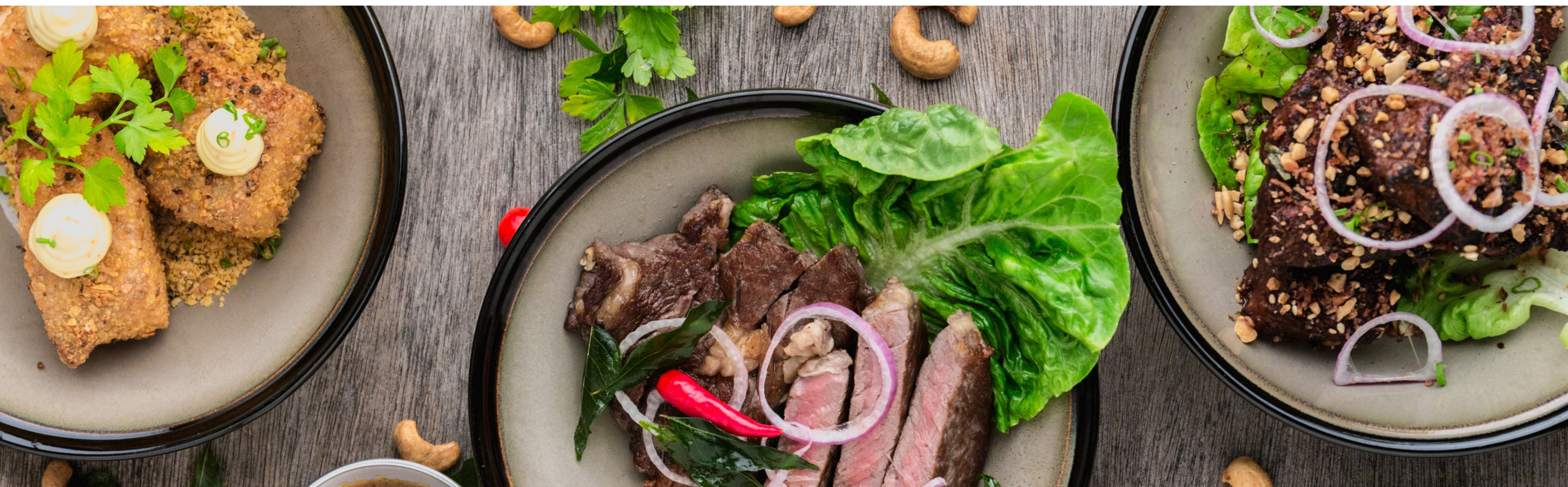


FOOD

CUSTOM IS THE
ONLY WAY

BY DAVID KINGSBURY



Nutrition

Not sure what to eat, when to eat and how much to eat? I've crunched the numbers for you. Now you can balance your energy correctly with a personal approach to your meals, to ensure you'll see results right from the start.

Easy to follow

Never let a diet fail you again, most diets don't work because they are unsustainable, boring and too extreme. Now you can eat simple food you love everyday and see your best ever results.

Proven techniques

No expensive supplements, pseudo-science or fitness myths. These are calculated and proven recipes that will keep you motivated and on track with amazing results.

The plan you have selected should be based on the calculation you have done as part of yesterday's challenge.

The meals are calculated to achieve those calories with a suitable macro breakdown for your goals.



How the meals work

Healthy foods are not fat loss foods

To be healthy, you should primarily eat healthy foods. However, healthy foods are not fat loss foods. There really is no such thing as fat loss foods.

If you want to lose weight, you have to be on a calorie deficit, and you can do this with any foods. However, it is easiest to do this with low calorie healthy foods such as green vegetables, berries and low fat meat and white fish, as you can fill up on these foods without consuming many calories.

Some of the healthiest foods you can eat are actually quite high in calories, such as nuts, seeds, fruit, eggs and oily fish. This does not mean you should avoid these foods, as they contain many essential vitamins and minerals your body requires to stay healthy. However, such foods (like any other) should be eaten within your calorie needs for fat loss.

The macro balance of your foods is also important for body composition, high protein intake with balanced carbs and fats within your calorie needs will support positive changes in body composition when partnered with the right kind of training.

We provide nutritional support, guidelines and meal plans to every member to help them reach their goals regardless of their available time or commitment levels.



Why am I not losing weight?

If you're on a calorie deficit, you will lose weight. If you are not losing weight it means you are not in a calorie deficit.

If you think you've been in a calorie deficit for some time and aren't losing weight, there could be a number of reasons for this.

Tracking calories in is really hard. Even expert nutritionists have been shown to get this wrong. It's also really easy to forget foods or drinks throughout the day. If you're tracking calories, try to be honest and careful with measurements, especially when measuring fatty or sugary foods.

Working out how many calories you burn is also not very simple. Few people record how much time they spend on their feet compared to sitting down, but this has a much bigger impact on calorie expenditure than how many hours a week you exercise.

Fitness tracker apps and gadgets are also notoriously unreliable, and normally overestimate calories burned.

If you're not losing weight, try moving more and eating less calorie dense foods for maximum impact. Also, set sensible goals. Trying to lose more than 1% of your body weight per week is unrealistic for most people.

Whatever you do, be patient. Changes in your body can be slow, but slow and steady progress adds up to big improvements with consistency.



Muscle building meals

Muscle gain comes from two places: the gym and the kitchen.

If you are trying to build muscle and you haven't considered your diet then it's time you did. There are a number of things you need to consider when planning your diet if you're trying to build muscle. They're pretty straightforward too: there's no need to obsess over every detail or spend money on expensive supplements unless you're a professional athlete or weightlifter.

Calories

Muscles require an incentive to grow, which you give them through resistance training. But they also require large volumes of fuel in the form of calories.

If you want to build muscle without putting on fat, it is important to get the balance of calories in your diet right. Too many and you'll be building muscle and excess fat, too few and your body will not have the surplus energy required to develop muscle, and may even start to break down your muscles for fuel.

If you find you're putting on too much fat, cut the calories back a bit. As long as you're keeping up your training, this shouldn't affect your muscle growth significantly. It's also much easier to avoid putting fat on by dropping your caloric intake, than getting rid of it once it's there.

If you're just trying to get lean and gain a bit of muscle, or you already have a bit of excess fat you want to lose, you're better off aiming for a mild calorie deficit. Your muscle growth will be limited, but you will likely end up looking better and improving body composition.



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Protein

In order to grow muscles, your body requires building blocks of amino acids, which are found in protein. Without a sufficient supply of protein, muscle growth will be sluggish or non-existent. Research has shown that at least 1.5-2g of protein per kg of body weight is required to maximize muscle growth. This works out to 120-160g of protein if you weigh 80kg, which is 480-640 calories of protein.

Macro Balance

The balance of the other macronutrients in your diet, fat and carbohydrates, has an impact on muscle growth and performance.

When you exercise, you burn calories. If your body doesn't have enough readily available energy, protein synthesis is much slower. A lack of energy also makes for tiring and sub-par workouts. For these reasons, I recommend getting a good amount of your body's favourite form of energy on workout days: carbohydrates. Don't overdo it though - excess carbs will be stored as fat if you do. Fat has had a bit of a bad reputation over the years, but it really is an excellent source of slow burn fuel, and provides you with essential fatty acids and fat-soluble vitamins to keep you fit and healthy.



Timing

There used to be a lot of focus over timing in workouts. People used to think that you had a narrow window in which to consume copious amounts of protein after a workout, in order to gain maximum benefit.

We now know this isn't the case. A large study published back in 2013 finally showed that timing really doesn't matter so long as you eat within a couple of hours either side of working out. If you're a really serious athlete and want to maximise gains, there are some advantages to having a protein and carb shake mid-workout, but the benefits are pretty marginal.

If you want to build and maintain muscle, the work starts in the kitchen. Get the calorie balance right: enough fuel to maintain muscle but not so much your body puts on fat. Take in enough protein to give your body the building blocks it needs, and give yourself enough energy on workout days, while easing off on rest days. Also, make sure you're well hydrated, especially on exercise days. You have all the tools right here in your meal plan to be fully rewarded for your hard work.



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When you can't eat off plan

Maximum results, minimum effort dieting

Many of us find reducing calorie intake difficult. There's so many tempting ways to fall off the wagon, be it an afternoon chocolate bar, an extra helping of dinner or an unplanned dessert.

If you have a calorie target you want to hit to meet your health and fitness goals, there are key foods to focus on which will have the largest impact on your calorie intake.

Some foods are very calorie dense, some foods are not. To have the biggest reduction in calories, you should try to concentrate on reducing your intake of foods with the highest caloric density. Of course calories are not the be-all-and-end-all of health, but they are the single most important thing to consider when you're trying to lose some weight.

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Here are a few foods with very high caloric density. If you're trying to cut down, try cutting down on these foods first, before trying to cut back on other foods in your diet:

- Nuts or peanut butter: about 600 calories per 100g, or 125 calories per heaped tsp
- Dried fruits (raisins etc): about 300 calories per 100g or ½ cup
- Jams/honey: about 300-350 calories per 100g, 70 calories per tbsp or heaped tsp
- Granola/muesli/sugary cereals: 350-500 calories per 100g or regular bowl
- Cheese: 400 calories per 100g, about 120 calories per slice
- Tray bake/brownie/slice of cake/biscuits: 300-500 calories per 100g/slice
- Crisps: about 550 calories per 100g, or 220g per small packet
- Bread: 250 calories per 100g, 70 calories per slice
- Butter: 700 calories per 100g or 70 calories per standard portion
- Oil: 900 calories per 100g or 90 calories per drizzle
- Fatty meats like bacon, 500-600 calories per 100g

Here are some foods with moderate calorie density. You don't need to worry too much about these unless you're eating a large plateful of them regularly:

- Starchy vegetables, like potato/sweet potato, 80 calories per 100g
- Rice (cooked), 100 calories per 100g
- Pasta, 130 calories per 100g
- Beans (butter, kidney etc), about 100-120 calories per 100g
- Red meat, about 300 calories per 100g
- White meat and fish, about 200 calories per 100g
- Avocado, 160 calories per 100g or half avocado
- Greek Yogurt, 120 calories per 100g
- Whole milk, 40 calories per 100ml or 100 calories per glass
- Eggs: 60-70 calories per egg
- Bananas: about 80 calories per banana

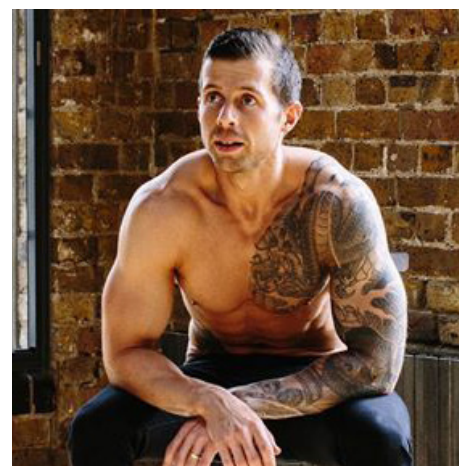
And finally, here's a few foods which you can eat in really large quantities with no guilt:

- Green vegetables, peppers, tomatoes, carrots: around 10-25 calories per 100g
- No-fat yogurt or skyr: about 60 calories per 100g
- Berries: about 50 calories per 100g

If you're feeling peckish, instead of snacking on the foods from the high calorie list, fill up on foods with lower caloric density, such as low fat yogurt, green vegetables and fruit.

When you're preparing a meal, try rebalancing the meal to include more volume of foods from the low calorie list and reduce the volume of foods from the higher calorie list. For example, try making less rice or pasta, and increase the quantity of non-starchy veg, such as greens, peppers or salad. You can eat the same amount of food overall, but you'll be eating fewer calories, and getting a good supply of nutrients from the vegetables at the same time. Finally, skip the oil. If you're frying food, there's no need for oil if you've got a good non-stick frying pan. Your food will cook just as well, and you could be sparing yourself 100 calories of fat. Alternatively, you can grill your food for an even healthier option. Also, try to avoid a drizzle of oil on your pasta, and instead flavour your pasta with spices and seasoning.

By focusing on these key aspects of your diet, you can have the largest impact on your calorie intake with minimum effort and without having to go hungry.



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