


STAGE 01

NUTRITION

Foundations

FOUNDRY





IT'S NOT ROCKET SCIENCE

Believe us, nutrition doesn't need to be complicated. Most nutrition programmes are based on a few simple principles that are just about making some better choices.

BASIC NUTRITION PRINCIPLES

- Eat regularly
- Eat more vegetables
- Eat enough protein
- Cut out fast & processed foods
- Drink less alcohol
- Monitor your calorie intake

No surprises there, right? It's true, nutrition could be that simple for some of us. Embrace these principles, and you'll develop a great baseline to help you achieve your goals.

TURN CHOICES INTO HABITS

Of course, the challenge is converting these healthy choices into sustainable habits. But we're ready with the support and resources to help you.

FOUNDRY FOOD PYRAMID

SUPPLEMENTATION
Filling the gaps

TIMING & FREQUENCY
Managing methods

MICRONUTRIENTS
Focus on food quality

MACRONUTRIENTS
Optimising protein

CALORIES
Achieving energy balance

ADHERENCE
A diet you can stick to



The key factors in building a healthy diet.

Start at the bottom, and work your way up.

The best diet is one you can do

When we look closely at the elements of a healthy diet, there's a clear hierarchy of importance, shown in our Food Pyramid.

There's no need to get bogged down in detail at this stage, but it shows you that everything hinges on developing a diet you enjoy and that fits with your life.

YOUR HANDY PORTION SIZER

As we've seen, the secret to every nutrition programme is making it easy and enjoyable. So, while being calorie conscious is a good habit to get into, the tedious business of calorie counting can be a sure-fire way to throw you off course right at the start.

Thankfully, there's a simple alternative – and it's right there in your hand.



THE BASIC FORMULA

This brilliant hand-measuring method is a simple way to control portion size and calories. It works because the size of your hand is proportionate to your body. It's convenient because your hand is, well, always to hand.



1 PALM



1 HAND



1 FIST



1 THUMB

THE LAW OF THERMODYMICS

While you're establishing the Foundations of Nutrition, it's best to keep it simple – with our handy portion sizer.

But it's also a good idea to understand that all weight loss and gain is governed by the simple energy equation: calories in vs. calories out.

As you won't be strictly tracking your calories and macros at this stage, instead we focus on breaking meals down to understand their nutritional value:

- Is there enough protein in this meal?
- Are your carbs or fats over-portioned?
- Are you getting enough veg?

With these building blocks, you'll have the two most important components covered: portion size (i.e. calories) and nutrition (with a focus on protein).

CALORIES IN VS CALORIES OUT



BUILDING A MEAL

First off, we should point out that calorie needs are specific to the individual.

The use of the categories 'Men' and 'Women' in the information opposite is simply to give you a general guide (because men tend to need more calories than women). But you'll need to work out the right portion sizes for you, based on your size, weight and body mass.

Using this guide, men eating 3-4 meals would get 6-8 servings of each food group per day (2,300 – 3,000 calories) while women would get around 4-6 servings of each food group per day (1,200 – 1,500 calories).

+/- CALCULATE YOUR PERSONAL CALORIE NEEDS

Want a quick way to estimate your daily calorie target?

1. Take your body weight in kilograms (kg).
2. Multiply it by 24 to get a more tailored calorie total just for you.

MEN



2 palm-sized portions
(40-60g protein)



2 fist-sized portions



2 cupped-hand-sized
portions (40-60g carbs)



2 thumb-sized portions
(15-25g fat)

WOMEN



1 palm-sized portion
(20-30g protein)



1 fist-sized portion



1 cupped-hand-sized
portion (20-30g carbs)



1 thumb-sized portion
(7-12g fat)

STEP 01

PROTEIN

Meat, Fish, Eggs, Cottage
Cheese & Greek Yoghurt

STEP 02

VEGGIES

Broccoli, Spinach, Salad,
Carrots etc.

STEP 03

CARBS

Grains, Starches,
Beans & Fruits

STEP 04

FATS

Oils, Butters, Nut Butters,
Nuts & Seeds



MAKE IT WORK FOR YOU!

Your calories needs are unique to you, so it's important to pay attention to the results and adjust as necessary. Here are some of the reasons why you might need to alter your intake:

- You have a particularly large or small stature
- You're feeling full or unsatisfied at meals
- Your meal frequency is unusually high or low
- You're trying to gain muscle or lose weight
- Your level of activity is distinctly high or low

IF YOU FEEL YOU NEED MORE CALORIES, START WITH THE FOLLOWING ADJUSTMENTS:

Men

Add one cupped handful of carbs and/or one thumb of fat to a few meals a day.

Women

Add half a cupped handful of carbs and/or half a thumb of fat to a few meals a day.

IF YOU FEEL YOU NEED FEWER CALORIES:

Men

Remove one cupped handful of carbs and/or one thumb of fat to a few meals a day.

Women

Remove half a cupped handful of carbs and/or half a thumb of fat to a few meals a day.

GOALS AND EXPECTATIONS

Setting goals is a critical part of getting the results that you want, but you also have to be realistic about what you're prepared to do. If your behaviour doesn't match your goals, one of them needs to change.



THE **GOAL-SETTING** SPECTRUM

The diagram overleaf illustrates the results you can expect from different levels of effort. It may seem obvious, but often it's good to be reminded that you get out what you put in. It'll always be more satisfying to align your goals with the commitment you're prepared to make.

THE **STEP-BY-STEP** STRATEGY FOR SUCCESS

At the outset of your fitness journey, make it easy for yourself; don't try to achieve too much too soon. Now is the time to focus on 'process goals', which are easier to manage than 'outcome goals'. Start by mastering one of two techniques and then add more.

MATCH YOUR BEHAVIOUR TO YOUR GOALS TO STAY MOTIVATED

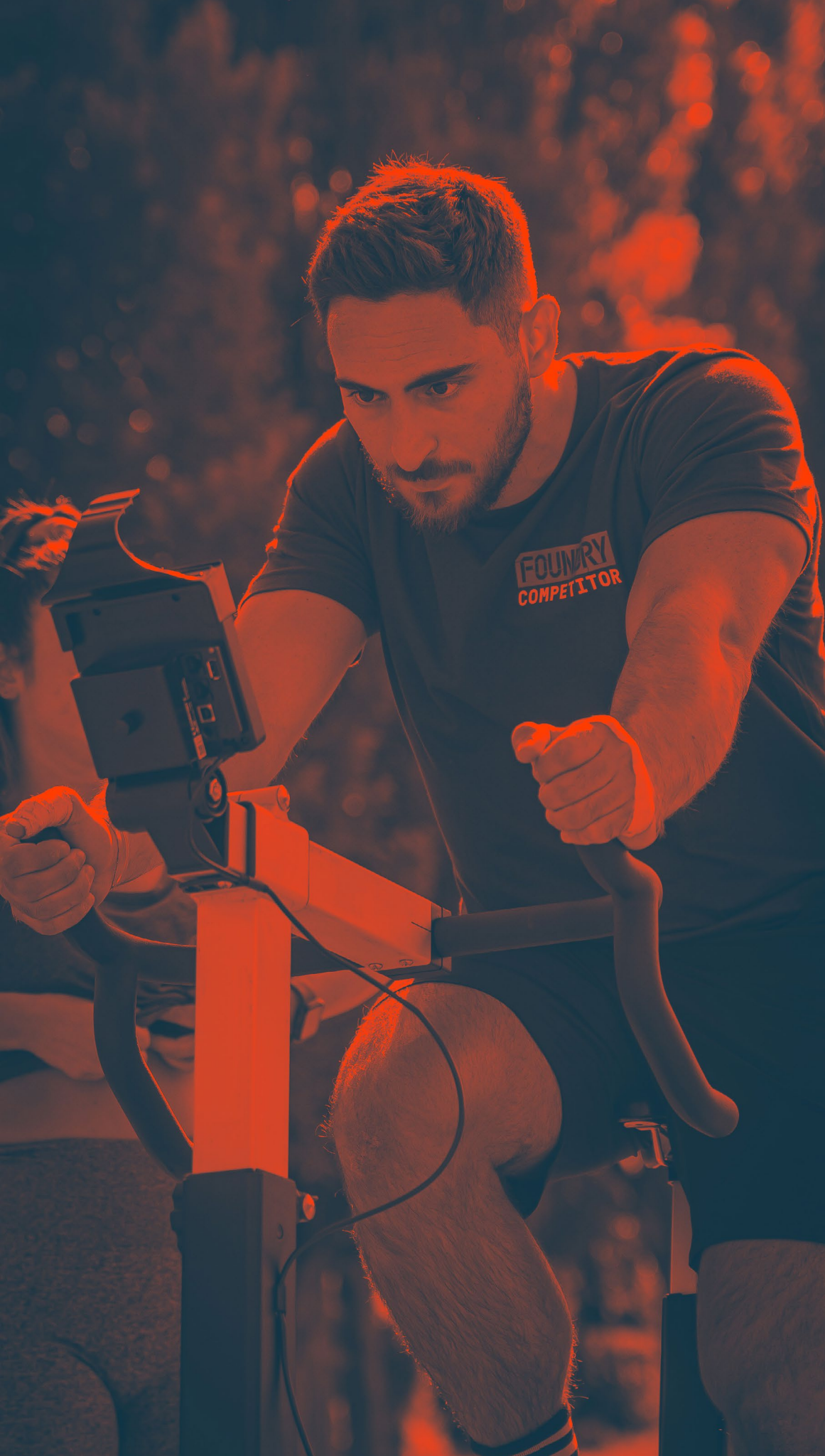
The Foundry six-pack spectrum helps you understand how your training, diet and lifestyle will affect your body composition.

It's important to align your behaviour with your goals, if you want to be happy with your progress. Having an unrealistic goal for your behaviour will cause frustration.

Answer the questions below and decide what you're prepared to change so you can align your goals accordingly.

NUTRITION FOUNDATIONS: QUESTIONS

1. Have you been on a diet before?
2. Did you see results?
3. What worked for you, and what didn't?
4. What do you actually want to achieve?
5. What are the three biggest problem areas stopping you from achieving your goals?
6. Now you have an understanding of portion control, what are your current portion sizes like?



OUT OF SHAPE

TRAINING

Inconsistent sessions

DIET

Eat whatever you want

LIFESTYLE

Bit of a party animal



LOOKING OKAY

TRAINING

2 workouts per week

DIET

Eat a balanced diet

LIFESTYLE

Do what you enjoy doing

LOOKING GOOD

TRAINING

3 workouts per week

DIET

Eat a balanced diet

LIFESTYLE

Do what you enjoy doing

IMPRESSIVE PHYSIQUE

TRAINING

3+ workouts per week

DIET

Eat right 90% of the time

LIFESTYLE

Avoid alcohol, in bed early

SIX-PACK SHAPE

TRAINING

4+ workouts per week

DIET

Eat right all of the time

LIFESTYLE

No alcohol, lots of sleep

