

**LIFT**

# WHAT TO EAT AND WHEN





## 0. Introduction

The world of  
nutrition can be as  
complicated as you  
want to make it





We have designed this program to help you towards improving your fitness related goals. A big part of achieving these, are what you put in to your body. Combine good nutrition principles with working hard in the gym and you have a recipe for success. When it comes to nutrition and all the differing opinions out there, you can be forgiven for feeling confused.

But the world of nutrition can be as complicated as you want to make it.

What we mean is, we can get into the biochemistry of everything, count every calorie you ever eat and weigh every stem of broccoli that leaves your fridge, but at the end of the day, for the majority of people, this is paralysis by analysis.

We cut through all the fads & gimmicks to give you what really works, with simple & easy to understand methods that deliver results. We don't expect you to live like a monk and be perfect with your diet, it isn't realistic and aiming for perfect is setting yourself up to fail.

We like to use the 90% rule, if 90% of your nutrition is good, the other 10% isn't going to affect you. If you are not getting the results you want then it's likely this balance has shifted in the wrong direction. We guarantee that if you stick to the LIFT nutrition principles, you will feel & look better than before. Following the program will provide you with:

Fat loss

Increased self confidence

Increased energy levels

Improved muscle definition

The aim of this guide, is to not only provide you with what works but also to educate you along the way so you can create healthy habits that will stick with you for life.

To track your progress we encourage you to take girth measurements, pictures and by judging how your clothes feel. We encourage all members to share their current goals, meals, recipe ideas and to help support fellow members.



## 1. Nutrition Made Simple

Use the LIFT  
Traffic Light Food  
System to make  
healthy eating  
easier





Nutrition is best done in stages. It is almost always counterproductive to try and adopt 'the perfect' diet, especially if you're coming off the back of an indulgent period.

We use our LIFT Food Stages system, which is designed to help you decide where you are at now and how you can build upon this as you progress. We combine this with our Nutrition Made Simple traffic light system, to provide guidelines on what foods to eat.

The foundation of any successful nutrition program and the most important thing to focus on, is that the majority of your diet is built around eating whole foods, these are foods from our green list. These green light foods contain lots of nutrients. A diet based on these foods & limiting the intake of processed foods will give you the nutrients you need to be successful.

### **What about counting calories?**

Unless you're already some way along with your nutrition, forget calorie counting initially. Focus on getting nutrient dense foods into your system and cutting out processed, calorie dense and nutritionally devoid foods. Aim to get



adequate protein, a variety of vegetables, some fruit and some fats, such as those found in nuts, butter and coconut oil. Calories are important - they do count! - but where they come from is as important as the total consumed. You can get further into calorie and macronutrient counting as you move forward and need to refine your nutrition.

### **What about booze?**

Ideally you should limit your alcohol intake. The odd drink isn't going to do you much harm but the more you drink, the harder it may be to achieve your goals. If you are going to drink, red wine is best. But think 1-2 glasses rather than 1-2 bottles.



## Nutrition Made Simple Traffic Light System

**MEAT, FISH,  
POULTRY AND  
EGGS  
FRUIT AND  
VEGETABLES  
OILS, NUTS AND  
SEEDS  
HERBS AND  
SPICES**

### How Often Can I Eat These Foods?

Eat them freely and according to your appetite. Go!

### Why Are They In This Category?

Protein fibre, good fats, vitamins and minerals are the key to good health. These green light foods contain lots of nutrients. A diet based on these foods cuts out processed food and eliminates the sources of most intolerances (gluten and grains, for example). In the right quantities, these foods give you the nutrients you need, especially if you are less active.

### Any Other Advice?

Rotate your protein sources and try to eat food in its natural state, such as free range eggs, organic vegetables and grass fed beef.



# GRAINS

# LEGUMES AND PULSES

# DAIRY PRODUCTS

## **How Often Can I Eat These Foods?**

Think about your personal requirements and goals when you're eating these foods. For example, the more active you are, the more carbs you need. If you're a vegetarian, you'll need more legumes and pulses. Think!

## **Why Are They In This Category?**

Legumes, grains and dairy are all good sources of nutrition but aren't necessarily required by, or tolerated by, everyone.

## **Any Other Advice?**

Be mindful of how food makes you feel and what works for you.

Different people will have a different response to eating grains, for example. The same approach doesn't suit everyone.

**TRANS FATS  
(SUCH AS THOSE  
FOUND IN  
BISCUITS AND  
CAKES)**

**PROCESSED  
FOODS**

**REFINED SUGAR**

**How Often Can I Eat These Foods?**

You can eat these foods on occasion but you should limit or eliminate them where possible. Stop!

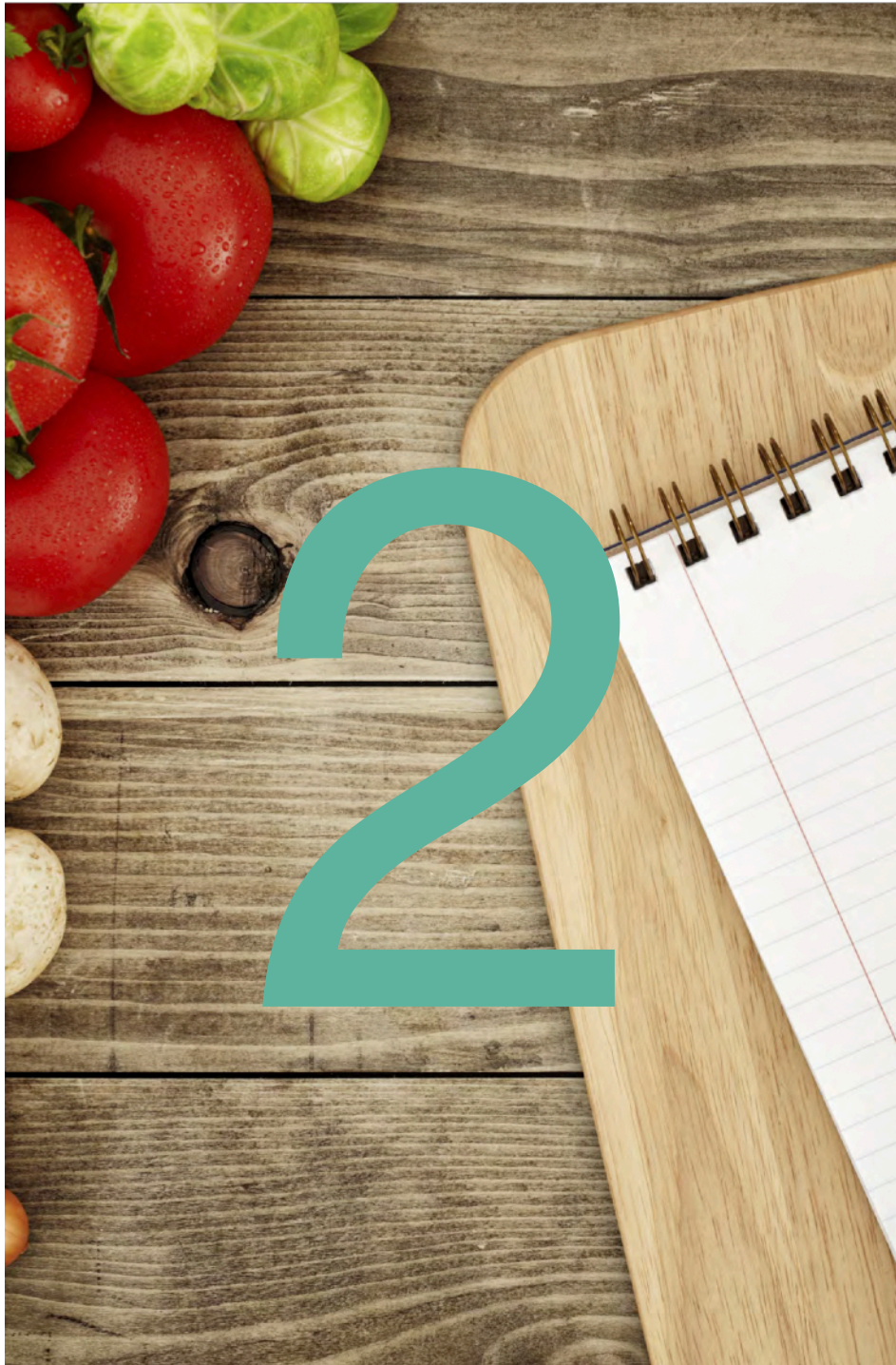
**Why Are They In This Category?**

It's important to indulge in your favourite foods occasionally, even if you might consider them to be unhealthy. But processed food can be calorie dense and nutritionally empty, so don't consume them in lieu of healthier green light stuff.

**Any Other Advice?**

If you do have something in this category, don't beat yourself up about it. In fact, it's important that you enjoy the odd indulgence. Anyway, getting stressed about what you're eating won't help.





## 2. Keeping A Food Diary

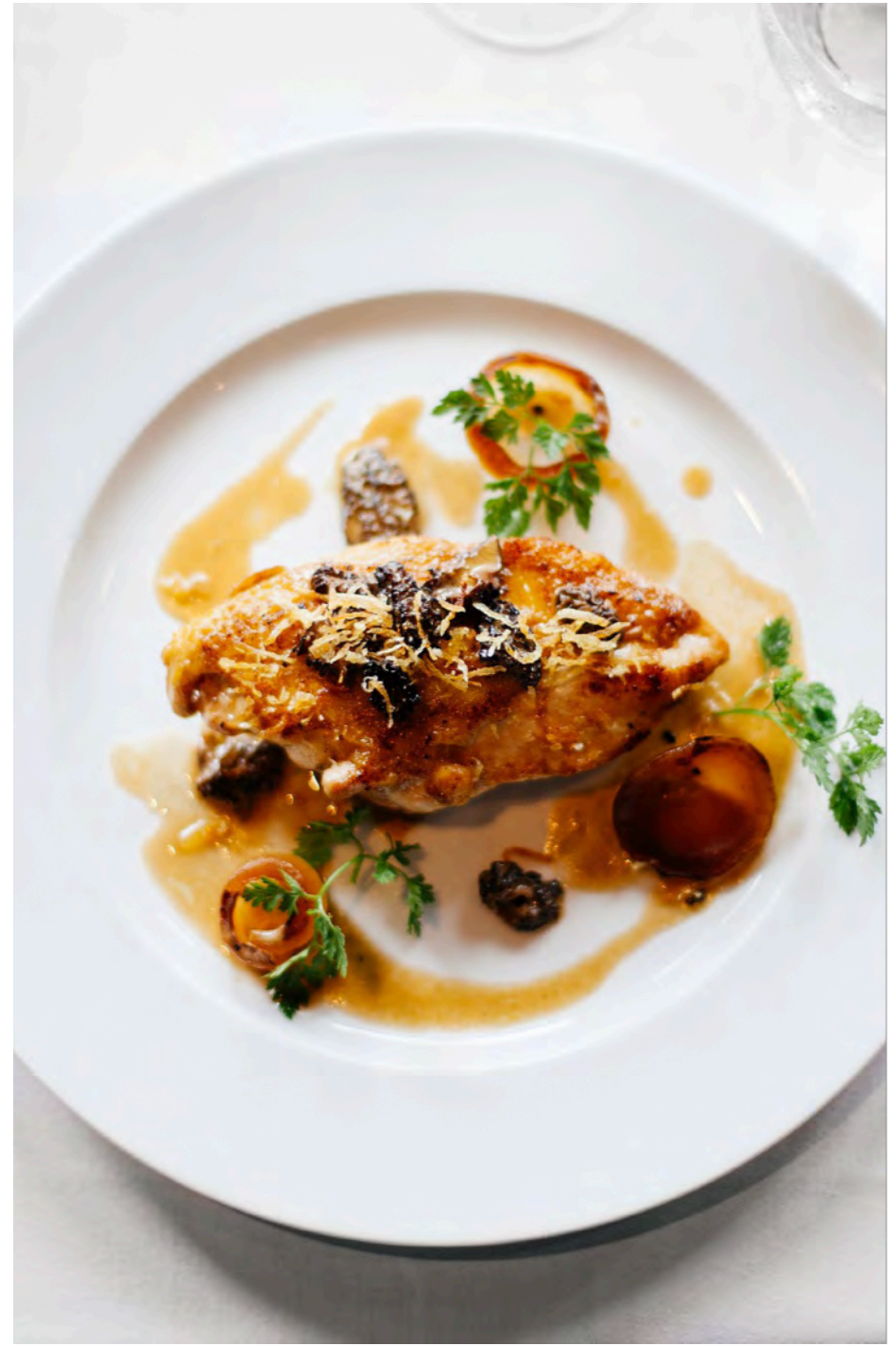
Keeping a food diary or journal is useful for educating you on how much you actually eat in a day

Keeping a food diary or journal is useful for educating you on how much you actually eat in a day. It can be an eye opening experience that acts as a key ingredient in creating positive dietary changes. Becoming aware of how your body reacts to certain foods and how they make you feel is an integral part of finding the best 'diet' for you.

One size does not fit all, we are all different and have different requirements and you need to get in tune with what works for you. When it comes to changing your body composition, there is plenty of evidence that keeping track of daily food and calorie intake is one of the most effective ways to change behaviour.

The magic in just writing what you eat down tends to automatically make people think & make better choices with their food.

There are many different methods you can use to keep a food diary, an old fashioned pen & pad is perfect for the job and there are apps like Myfitnesspal that have a huge database of foods to make tracking your food easier just by scanning a barcode or searching for it.







- Write out what you plan to eat before eating it. This isn't for everyone but it can be a useful tip.
- Track the times that you eat, you may also add what your mood was before eating and your location. This helps you to understand your eating patterns & possible food triggers.
- Make a note of your serving sizes. i.e 1 palm size portion of chicken, 1 teaspoon olive oil, 30g cashews.
- Be honest. We can only help if you're honest with us.
- Consistency. Do it every day for a bare minimum of 3 days. We have found those who track more get better results.
- Start reading food labels. This helps to educate you on serving sizes & what calories foods contain. After doing this for a period of time you will become good at eyeballing foods, which comes in handy for eating on the go or meals out.
- Include all drinks, if you have sugar/cream/syrups in your coffee include it.



### 3. Protein

Protein is an essential nutrient for the human body. It is known as one of the building blocks of muscle tissue & repair.







Protein is an essential nutrient for the human body. It is known as one of the building blocks of muscle tissue & repair. This makes it very important for a healthy body.

If there is one thing we commonly see when people first come to us, it's that they don't consume enough protein. Their nutrition is built around high carb, high fat and low protein which is not a good recipe for success. Numerous studies have shown that a moderate to high protein intake is very successful for positive body composition and weight loss changes.

Protein is also great for satiety leaving you feeling fuller for longer which means you are less likely to consume excess calories. A higher protein intake may also help to reduce cravings and desire for snacking.

# How much protein do I need?

Our general rule of thumb is 1.5g/per KG BW for females. 2g/per KG BW for men.

## For a female who weighs 60kg:

$$60\text{kg} \times 1.5\text{g} = 90\text{g protein per day}$$

Divide this number over the amount of meals you plan to eat, let's say 4 meals.  $90\text{g}$  divided by  $4 = 22.5\text{g}$  per meal.

## For a male who weighs 80kg:

$$80\text{kg} \times 2\text{g} = 160\text{g protein per day}$$

Divide this number over the amount of meals you plan to eat, let's say 5 meals.  $160\text{g}$  divided by  $5 = 32\text{g}$  per meal.

Of course this is a moving target and will depend greatly on other aspects of your nutrition, but this acts as a great starting point.

#### 4. Fats



Contrary to popular belief, consuming the right kinds of fats in sufficient quantities is key ingredient to optimise your health.



## Healthy Fat Sources

Contrary to popular belief, consuming the right kinds of fats in sufficient quantities is a key ingredient to optimise your health. Fat does not make you fat and its key to many body functions & hormones.

Remember that not all fats are created equal. Yes, some sources of fat will have a negative impact on the body (in particular hydrogenated and trans fats), but for others, quite the opposite is true. 'Good' fats (essential fatty acids) have a wide range of health giving properties and are useful in treating depression and inflammatory conditions (joint problems, eczema, hay fever, arthritis) not to mention improving the health and function of the brain and nervous system.

Fat can also help to slow down the process of digestion by stabilising your blood sugar levels which means you will feel fuller for longer, helping to hold off raiding the fridge for a snack.

### How much Fat do I need?

Our general rule of thumb is: 0.8-1g/per KG BW for fat- dense foods – like oils, butters, nut butters, nuts/seeds – use your entire thumb to determine your serving size.

- Avocados
- Cheese
- Flaxseed
- Natural Nut Butters Extra Virgin Oil / Coconut Oil
- Full Fat Yoghurt
- Dark Chocolate
- Whole eggs
- Oily Fish
- Nuts/Seeds

### Serving size guidelines

Female: 1 Thumb sized portion with each meal

Males: 2 Thumb Sized portions with each meal



## 5. Carbohydrates

Not all carbs are created equal. Carbohydrates can be found in various types of foods and can have numerous health effects.





Carbohydrates have become the ‘villain’ of the food groups in recent times due to the popularity of low carb diets such as the Atkins & Dukan.

The press carbohydrate get has left many people confused on whether carbs are good or bad for your health and weight management.

### What is the role of carbohydrates?

Carbohydrates main use in the body is for energy needs. Whether it is to fuel immediate energy requirements (during exercise) or to be stored for future use (as glycogen in the muscle) it's main purpose is to provide energy.

Not all carbs are created equal. Carbohydrates can be found in various types of foods and can have numerous health effects.

To help keep things simple we break down carbs into 2 categories. Whole carbs are often left in their natural state and contain the fibre found naturally in the food. Examples of these are whole grains, fruits, vegetables, potatoes and legumes. These foods for the most part are



largely healthy. Refined carbs have been processed and modified in some way that tends to remove the natural benefits. Refined carbs include foods such as fruit juices, sweets, cakes, white bread and pastries.

The problem with refined carbohydrates is that they are lacking in nutrients compared to whole carb sources which contain various nutrients and benefits. This doesn't mean you can never have refined carbs in your diet, it does however mean that the majority of your carbohydrate intake should be from whole carb sources.



## 6. Fibre

Starchy  
carbohydrate foods  
are a good source of  
fibre, which means  
they can be a useful  
part of a healthy  
weight loss plan



Starchy carbohydrate foods such as oats, rice and other grains can be a good source of fibre, which means they can be a useful part of a weight loss plan. By including high-fibre foods, it can help you to reduce the number of calories in your diet. Also high fibre foods add bulk to your meal helping you feel full.

Other Fibre-rich foods, such as beans, fruits and vegetables can help keep your blood sugar steady by slowing down the absorption of carbs into your system.



## Majority Of Your Carb Sources

- Vegetables: all of them. Aim to get 3-5 servings per day. Also great to snack on.
- Fruits: Aim to have 1-2 pieces of fruit per day
- Legumes: lentils, kidney beans, peas, etc.
- Whole grains: choose grains that are truly whole, as in pure oats, quinoa, brown rice, etc.
- Potatoes, sweet potatoes, etc.

## Minority (If Any) Carb Sources

These foods may be fine in moderation for some people, but many will do best by avoiding them as much as possible.

- Fried foods, pastries, cookies and cakes.
- Sweets and chocolates: If you're going to eat chocolate, choose quality dark chocolate.

### How Many Carbs do I need?

As a general rule on the program, we advise you to limit the majority of carbohydrate intake to the last meal of the day or around your workouts. This is a useful way of keeping calories under control.

We created the LIFT Meal Guide to help with setting up your plate, you can find this on the next page. Numerous factors need to be taken into account to determine an individual's exact carbohydrate needs. It depends on how active you are in your day-to-day lifestyle & the activities you take part in.

For example; a builder who is on their feet and carrying things up & down stairs all day is going to have greater energy requirements compared with someone who works sat at a desk all day.

If someone's goal is to train for a marathon and they are performing 4-5 runs per week, they are going to have higher carbohydrate requirements compared to someone who does a couple of yoga sessions per week.

A decent guide is that the lower your body-fat level & the more active you are, the more your body will be able to handle having a higher carbohydrate intake.

### Starchy Carbohydrate Serving size guidelines

Female: 1 Fist Sized portion with each meal

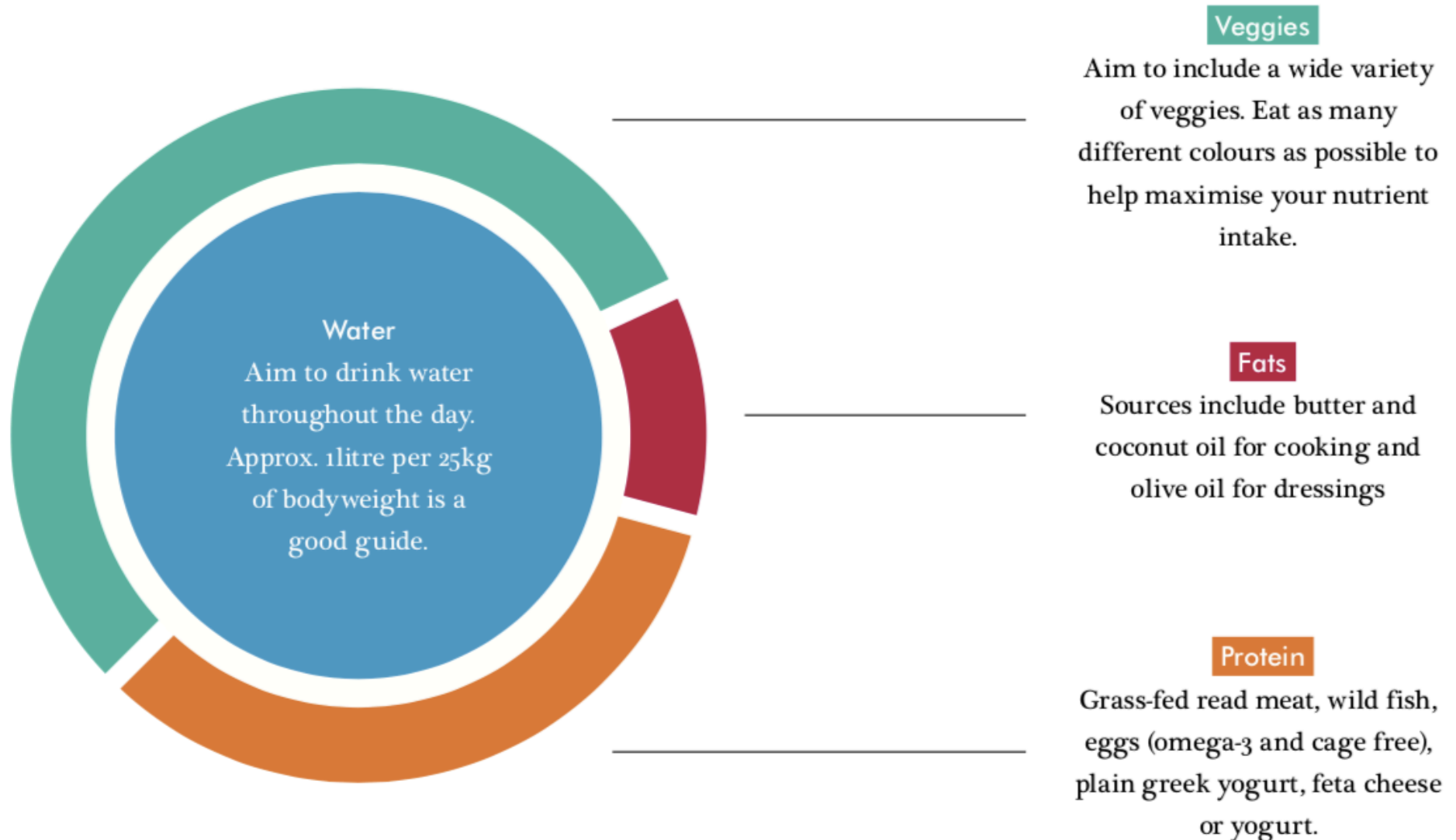
Male: 2 Fist Sized portions with each meal

### Vegetable Serving size guidelines

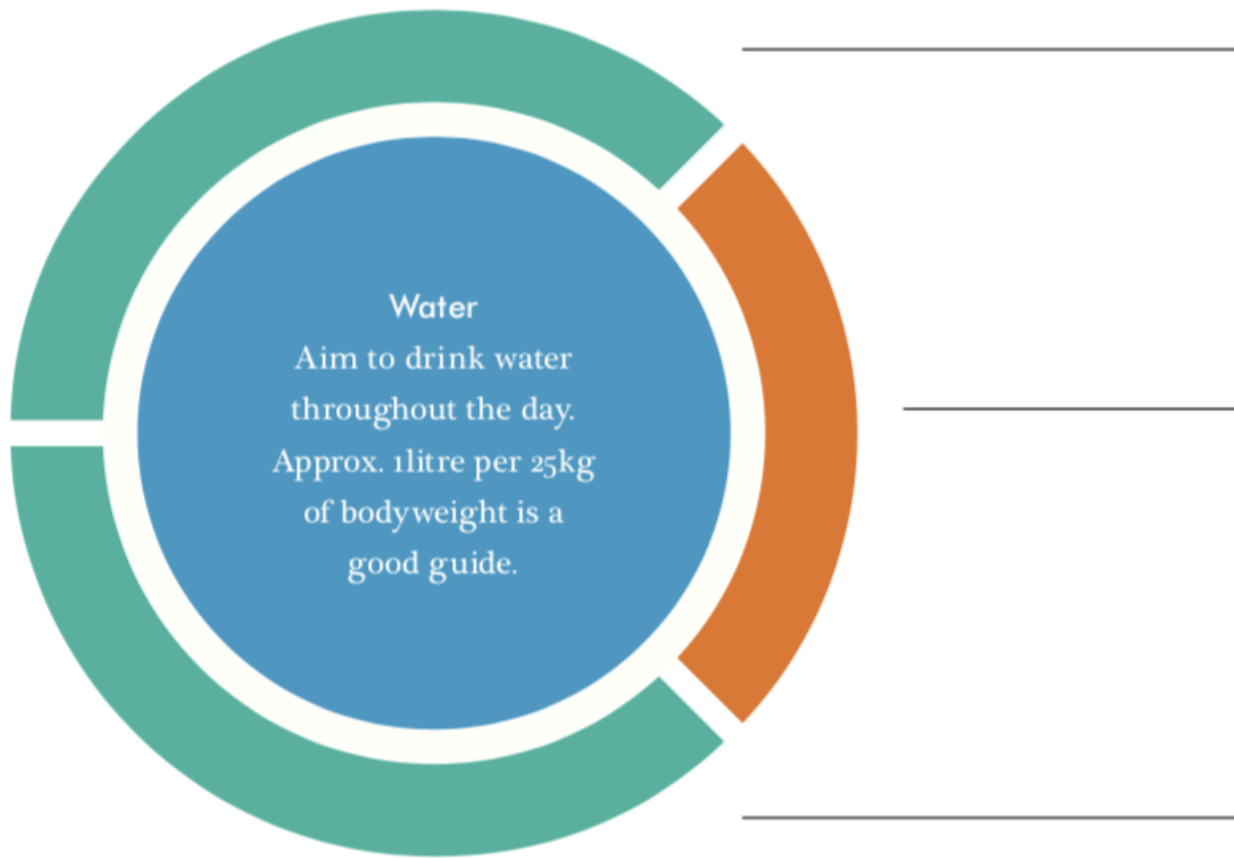
Female/Male: 2+ Fist sized portion with every meal



# LIFT Meal Guide - Eat Anytime Meal



# LIFT Meal Guide - Workout Day



## Veggies

Vegetables are nutrient dense and contain vital vitamins and minerals that help your body repair and recover.

## Carbs

If you're exercising regularly you'll want to include more carbs in your diet, according to your activity levels. Good sources include rice, sweet potato, quinoa and fruit.

## Protein

You need to take in protein after a workout to help your body recover and take advantage of the hard work you've just done.



# LIFT Food Stages System - Balanced Diet

## Stage

# 1

### What?

This stage is about getting the basics right and it contains the foundation principles for good health.

### How?

Drink plenty of water, eat plenty of fruit and veg (different colours and a wide variety). Eat an adequate amount of protein and rotate your sources.

Eat fibre rich foods and make sure you eat some good fats such as those found in butter, coconut oil, nuts, seeds and avocados. Try to reduce or eliminate your intake of booze and processed food.

### The LIFT role

We're here to help you establish good eating habits. We're also able to help you prioritise what's important.

This food stages system will help you make effective progress because it ensures that you get the fundamentals right before you start getting complex. Whilst there is some crossover between stages we will always ensure that you satisfy all of the requirements of a stage before moving you on to the next level.

# LIFT Food Stages System - Get Specific

Stage

2

## What?

This is when you begin to tailor your diet to help you meet your personal training goals.

## How?

We all have different goals and nutritional requirements and one way of eating won't suit everyone. In this stage we'll get more specific

recommendations about quantities (calorie intake) and macronutrient ratios to suit your goals and requirements.

## The LIFT role

Once you have a foundation of quality foods we'll help you build upon that base from stage one and advise you on the most important diet adjustments you can make.



# LIFT Food Stages System - Advanced Strategy

Stage

3

## What?

This is when we get even more specific about your nutrition plan to help you make very targeted progress through your diet.

## How?

Receive in depth advice and a meal plan completely tailored to your individual needs from LIFT's professional sport level nutritionist Jordan Higgins.



Jordan Higgins BSc MSc SENr  
Performance Nutritionist

**SENr** Practitioner  
Registrant  
*The Sport and Exercise Nutrition Register*



## 7. Sample Menu Ideas

Eating healthy and nutritious foods does not have to be bland and repetitive.

Try these quick, simple and tasty recipes and food combinations



## Breakfast

2-4 Egg Omelette with 1/4 Avocado and spinach

Smoked Salmon with Scrambled eggs

Greek Yoghurt with mixed berries & seeds

Turkey Bacon & Eggs with Spinach & Tomatoes

Hard Boiled Eggs with Asparagus

Whey/Rice Protein Smoothie with 1 serving Nut butter, 1 Serving Fruit

## Lunch

Peri-Peri Chicken with mixed leaf salad, tomatoes, 1/2 avocado and beetroot

Extra Lean Beef Mince with Vegetables, 1 Serving Fruit

Sweet Chilli Salmon Fillet with Kale

Tuna & Sweetcorn Wholemeal Sandwich

Greek Salad with Chicken

Baked Sweet Potato filled with beans and served with roasted vegetables



## Dinner

Chicken and vegetable Stir Fry with rice

Grilled Salmon Fillet with new potatoes, green beans and asparagus

Chicken Breast with Roasted Butternut Squash and sautéed green vegetables

Fillet/Sirloin Steak with Vegetables

Chicken/Lean Beef/Turkey Mince

Fajitas with Wholemeal Wraps and Peppers

Smoked Haddock with quinoa and vegetables

## Snacks

1 Serving of fruit & small handful of nuts

Greek Yoghurt with Berries & small serving Dark Chocolate.

1 Tin of Tuna and Apple

Protein Supplement with 1 Serving of Fruit, small handful nuts

Protein Bar (Under 400 calories)

2-4 Hard Boiled Eggs

Carrot/Celery Stick with hummus.

Whey/Rice Protein Smoothie with 1 serving

Nut butter, 1 Serving Fruit

## 8. Planning Ahead

A big part to achieving results on this program is preparing your food ahead of time.

Use these super-effective tips to help you stay on-track



A big part to achieving results on this program is preparing your food ahead of time. We recommend choosing 2-3 times per week where you dedicate a brief period of time to making your meals to help you stay on track with your nutrition.

The meal ideas we have listed in the manual are not very time consuming. If you can cook in bulk this will also be a time saver.

For example if you are having a chicken stir fry for dinner double up on the ingredients and use the extras for lunch the next day.

We encourage you to get creative with your eating and find what suits your lifestyle whilst sticking to the nutrition principles. If you are someone who is always on the go, it's going to be very important that you become knowledgeable on food labels to keep yourself on track.

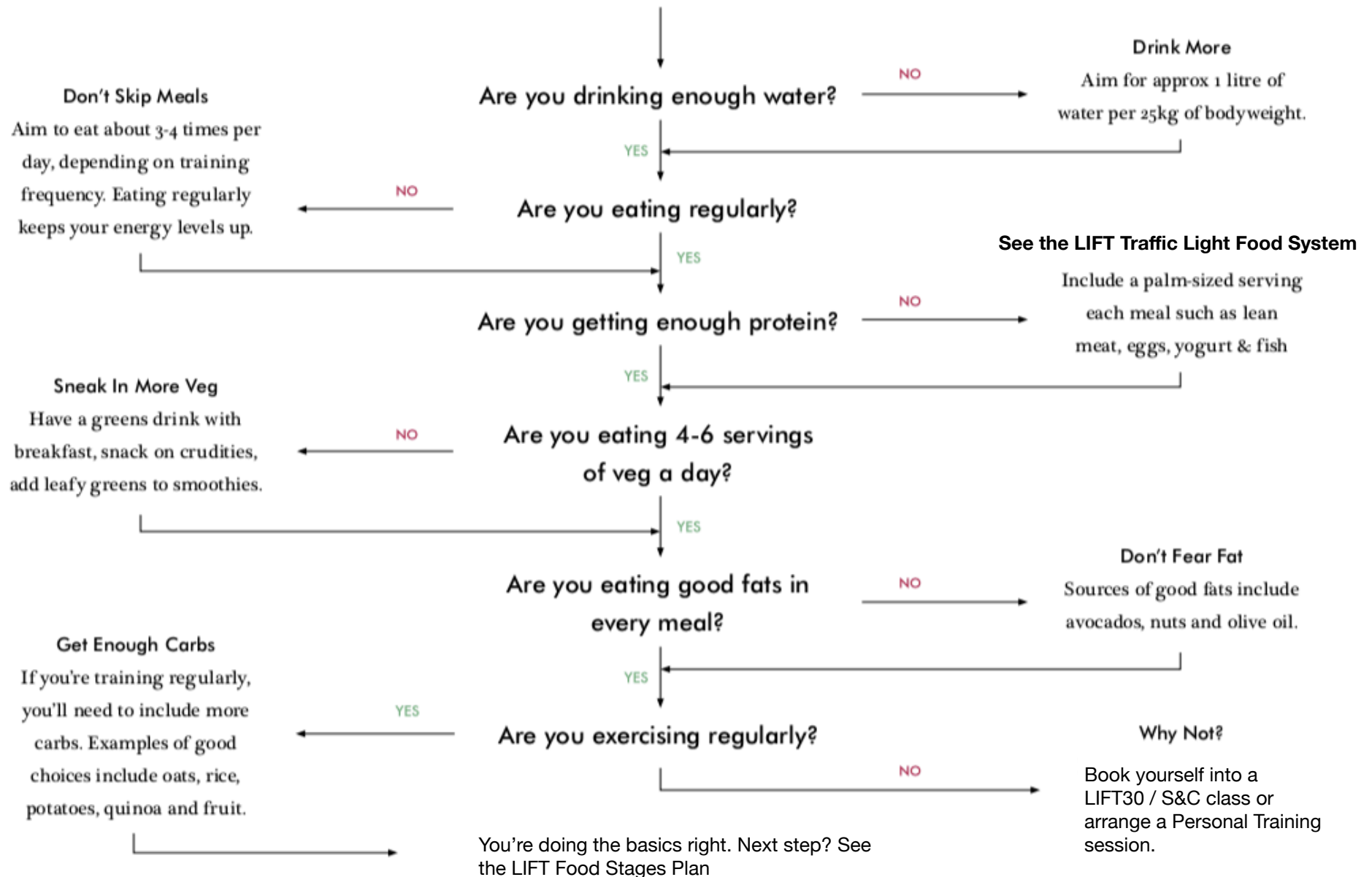


### **Key Points**

1. Plan your meals the day before
2. Create your own weekly meal plan template to suit your lifestyle
3. Spend 2-3 days per week on Food Prep. This shouldn't take more than 1 hour each time.
4. Eating on the go? Forgot to prep? Get educated with reading food labels. This will help massively for staying on track, when you haven't prepared in advance.



# Start Here

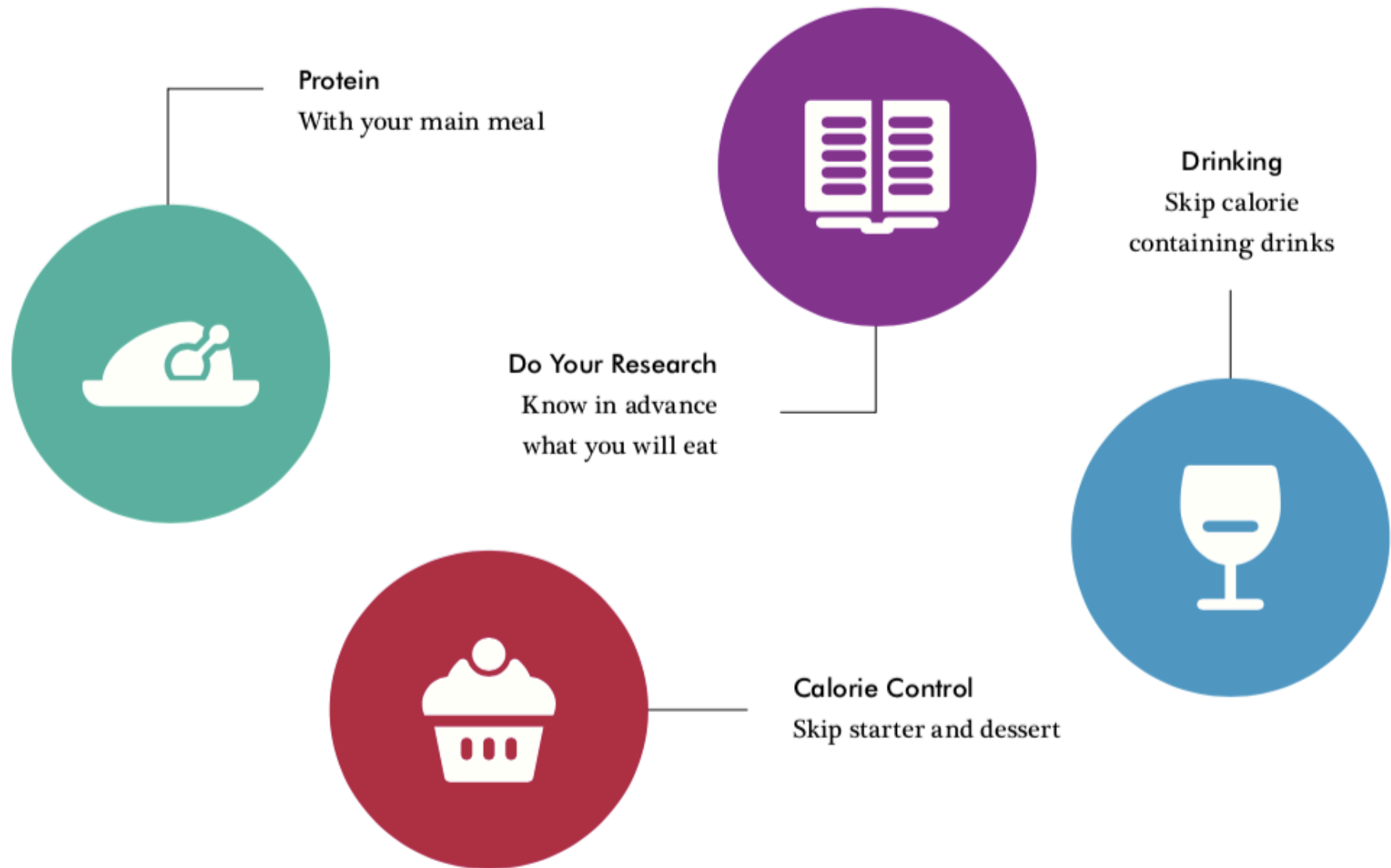


## 9. Eating Out

We don't want you  
to become the  
person who has to  
avoid social  
occasions because  
you are on a 'diet'



# 5 Minute Guide To Eating Out





# Checklist

## Starter

Skip the starter to maintain overall calorie intake. Yes, this includes the bread.



## Main Course

Pick a protein, one source of carbohydrate and serving of salad or veg. Avoid foods which are fried or covered in sauce.

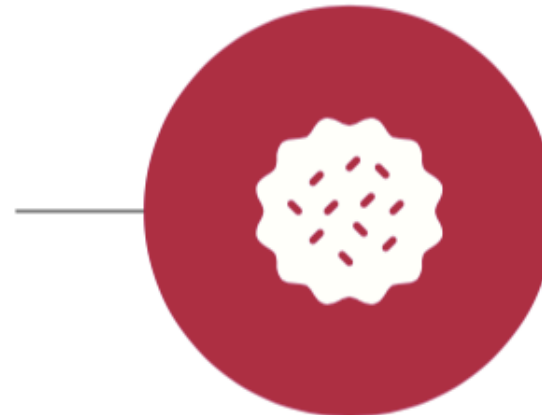
## Drinks

Avoid calorie containing drinks. Water and zero calorie choices are your friends here



## Dessert

Yes we all know it's the best part... Skip it. If you insist on having one then skip the carbs with the main course.



# Frequently asked questions



## How do I know how many calories I need?

They must be customised to each individual, there is no one-size fits all approach.

We each have a baseline level of calories we need for our bodies to function, this is known as your BMR (Basal Metabolic Rate).

BMR does not take into account your daily activity level. To accurately determine your daily calorie amounts, there are various methods out there for calculating calories that take numerous factors in to consideration: weight, age, height, gender, activity level and body fat %.

To simplify this for you, here are some simple calculations you can use that just require some maths to work out your starting calorie target. This may not be 100% accurate but it will provide you with a starting point, which you can then make the necessary adjustments.

Depending on your goals whether it's fat loss, maintenance or weight gain your calories will need to be set specific to your goal.

### Fat Loss:

Female: 10 cals per lb bodyweight Male: 12 cals per lb bodyweight

### Maintenance:

Female: 12 cals per lb bodyweight Male: 14 cals per lb bodyweight

### Weight Gain:

Female: 14 cals per lb bodyweight Male: 16 cals per lb bodyweight

## How much protein should I be eating a day?

A moderate to high protein diet has been proven to be effective for a healthy body and is even more important for someone who exercises regularly.

As a general rule of thumb for most people 0.8 - 1g per lb of bodyweight will be adequate for the majority of individuals. If you are currently not consuming anywhere near this much protein, gradually work up to these numbers. if you find it hard to get enough protein in your diet through food, then protein supplements can be useful.



### What's a good source of fat?

To label certain fats “good” and others “bad” can be a little simplistic. After all, it takes more than just the fat content of food to determine whether it's healthy or unhealthy.

How food is raised or grown, how it's prepared, and any additives used can make a huge difference to whether something is healthy or unhealthy. While some fish is packed with healthy omega-3 fats, for example, deep frying it in refined vegetable oil can add unhealthy trans fat, making it potentially harmful.

Good fats can improve blood cholesterol levels, lower your risk of heart disease, and benefit insulin levels and blood sugar. Omega-3 fats are particularly beneficial for your brain and mood. The best sources of fat are oily fish, unsalted nuts, avocados and seeds.

### What's a good snack option?

As a template for a good snack, it should be based around a high protein (15-35g) meal mixed with either a small amount of carbs (15-35g) or fats (5-20g).

Adding a high protein snack to your diet can help fuel weight loss efforts by boosting metabolism and reducing cravings. Your snack option should fall between roughly 200-400 calories. Here are some examples of good snacks:

- Protein bars
- Protein supplement with a piece of fruit
- Boiled eggs & carrot sticks
- Handful of cashew nuts

Feel free to get creative, making your own snacks, using the above guidelines.

### Will Eating Carbs In The Evening Make Me Fat?

Carbohydrates are the main food group that tends to get misunderstood. Carbs, like any food group for that matter, can be good or bad depending on the situation. Energy balance is the key for carbohydrate consumption and whether this will lead to gaining weight.

If you decide to have a binge at night but you stay within your total calorie requirements, then this will not cause fat gain. This becomes a problem when you eat too much through the day and still binge at night.

Regardless of where your food intake comes from, eating too many calories and carbohydrates overall will make you gain fat. It's the total food intake not just the carbohydrates that is the problem. So yes, consuming carbohydrates in the evening can be fine, providing you have not eaten lots throughout the day.

### **I Can't Eat Any More Food**

If you are struggling to eat due to a lack of appetite, there are few options you can do to help you get in enough food. Focus on having higher calorie dense foods. Fats especially are great for this, foods such as nuts, seeds, nut butters, dark chocolate, hummus, adding extra oil to your foods, oily fish and red meat are good choices of calorie dense foods.

Another option you may use to get more food in your diet is to use smoothies. Use this as a guide to making a healthy calorie dense shake:

- 1 1-2 Scoops of whey/rice/hemp protein
- 2 1-2 Pieces of fruit
- 3 Handful spinach/celery or green supplement
- 4 1 tbsp of Fats – Nut butters/ Dark choc work well. 5 Almond, Coconut or full fat milk

### **Can I Booze?**

We totally get it that it's probably highly unrealistic (and probably very boring) of us to expect you not to drink alcohol, however being mindful is what you are after. If you are having a few glasses of red wine with dinner a couple of nights a week then you probably have nothing to worry about.

But if you are hitting it consistently hard every weekend then yes, your performance in the gym will inevitably be diminished and your results will be limited.

You'll train badly and most of all, recover poorly.

A night on the pop dehydrates you, causes you to make poor food choices and negatively affects your sleep. Alcohol affects your hormones and preoccupies your liver. Both of which are hugely undesirable for fat loss.

If you want to get into shape, stay off the sauce. A glass of wine or two is fine. But a night on the tiles every weekend will almost definitely limit your results.

## Should I Eat Something Before My Workout?

### (Particularly Those Training First Thing In The AM)

Exercising first thing in the morning is a good habit to get into! When you exercise in the morning it can help to speed up your metabolism for the day, and start your day off with a feeling of great accomplishment!

### When should you eat?

Typically it takes food about 45 minutes to digest so we suggest eating a small meal 45 minutes to an hour before you work out. Although that may seem like a lot of time early in the morning, if you eat a small snack when you first wake up you should find that by the time you have brushed your teeth, changed your gym kit on and started the warm up, 45 minutes have flew by.

## How much should you eat?

Your pre-workout snack should be about 200-400 calories. This will give you enough fuel to energise your workout but not so much so your body feels sluggish because it is using so much energy digesting.

### What Should you eat?

As a template for a good pre workout meal, it should be based around a moderate –high protein (15-35g) meal mixed with a small amount of carbs (15-35g)

Examples:

- Protein supplement w/piece of fruit
- 2 Slices wholemeal toast with nut butter
- Handful nuts & 1 piece of fruit
- Greek yoghurt w/ berries



# LIFT

