

# BUILDING A FOUNDATION

WITH PREMIUM FUEL AS NATURE INTENDED



WRITTEN & PREPARED BY THE  
SPORTFUEL® TEAM

Ready to level up with the complete power of fueling for performance?

This booklet introduces the basic essentials that EVERY human needs to know in order to reach their peak performance. While no two people are the same, there are commonalities that we share as a species that inform the guidelines we follow on the shared journey of using food as fuel.

By starting with a solid foundation and building upward, SportFuel is paving the way for personalized optimization so that you can level up and eat like the pros.

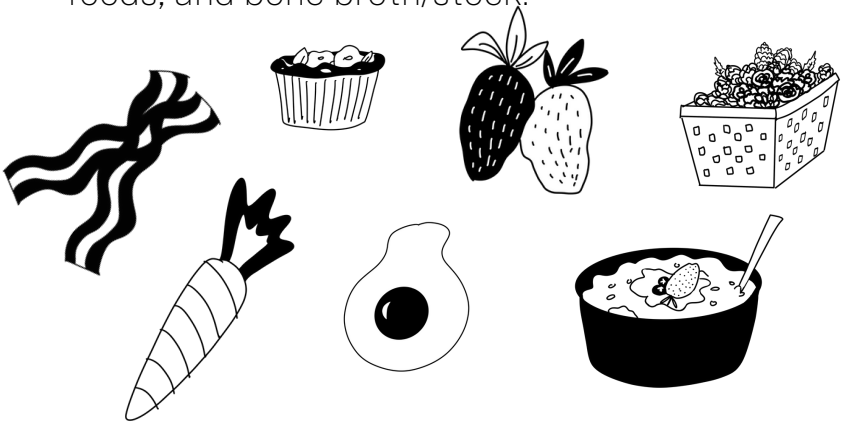
## WHAT'S INVOLVED?

- 2 REAL FOOD FOCUS
- 3 WHOLE FOOD CARBOHYDRATES
- 4 CLEAN PROTEINS
- 5 HEALING FATS
- 6 ITEMS TO LIMIT
- 7 GROCERY SHOPPING GUIDELINES
- 8 DINING OUT

# FOCUS ON REAL FOODS

Get your nutrients from real, whole foods in the form of properly raised/sourced animals.

Additionally, consider proteins, healthy and healing fats, colorful raw and cooked starchy and non-starchy vegetables, fermented foods, and bone broth/stock.



These foods will optimize your digestion, energy, focus, immunity, mood, recovery, performance and ultimately, overall health.

# WHOLE FOOD CARBOHYDRATES

## WHAT ARE THEY?

Carbohydrates are one of the three macronutrients. Carbohydrates are categorized into two main forms: sugars and starches. When consumed, the body breaks them down into glucose molecules, which our cells then use for energy.

## WHAT PURPOSE DO THEY SERVE?

Carbohydrates are our body's preferred source of energy. Different types of exercise burn through more carbohydrates than others, so based on our activity levels, some of us may need more carbohydrates than others. If we overeat carbohydrates, it can be stored as fat.

## WHICH SHOULD I CHOOSE?

Focus on getting the majority of your carbs from starchy vegetables, such as white and sweet potatoes, winter squash (butternut, acorn, pumpkin), beets, parsnips, rutabaga, and yucca, as well as organic fresh fruit (favor berries!).

# CLEAN PROTEINS

## WHAT ARE THEY?

YOU are made up of proteins. Every single one of your tissues and cells is made up of proteins. Needless to say, proteins are the building blocks of life, as well as being another one of the three macronutrients.

## WHAT PURPOSE DO THEY SERVE?

Proteins are Important for maintaining and building your muscle mass, as well as supporting your organs and immune system.

## WHICH SHOULD I CHOOSE?

Wild-caught fish (especially Alaskan salmon) and organic, grass-fed/pasture-raised meats, eggs, and poultry will keep you strong, as well as support a good mood, balanced appetite, good detoxification, and promote efficient recovery from training and games.

Still not sure about proteins? Check out our grocery guide for more insights.

[Grocery Guide](#)

# HEALING FATS

## WHAT ARE THEY?

Fats are the third type of macronutrient. It comes in three main types: saturated, monounsaturated, and polyunsaturated. Healthy, healing fats are needed for good health. However, too much of the wrong kind or unhealthy fat can be bad.

## WHAT PURPOSE DO THEY SERVE?

Fats, like carbohydrates, are another fuel source serving as the body's primary storage form of energy. Along with being an energy source, fat is also important for reaching hormone balance, brain health, and proper absorption of vitamins and minerals.

## WHICH TO CHOOSE?

Organic cold-pressed, unrefined extra virgin olive oil, coconut oil, avocado oil, macadamia nut oil, grass-fed butter, ghee, and tallow, pastured lard, olives, avocado, sprouted nuts and seeds, freshly ground flaxseed, and chia seeds are some of the fueling fat options to eat on a daily basis.

# ITEMS TO LIMIT

## WHY LIMIT CERTAIN FOODS?

When focusing on performance through the lens of food and fuel, the goal is to make choices that reduce inflammation and support immunity.

## WHICH TO LIMIT?

- Packaged, processed foods that are high in refined sugars, such as cookies, candy, and soda.
- Processed grains, such as many commercial breads, pastas, cereals, bagels, and waffles that are made with poor quality ingredients.
- Alcohol.
- BPA-containing packaged food items.
- Cooking fats like canola and vegetable oils, including soybean oil, corn oil, and peanut oil.

Already doing this and ready to find a more individualized approach?

[Work with Us](#)

# GROCERY SHOPPING GUIDELINES

## SHOP THE PERIMETER OF THE STORE

Do this for the majority of your groceries, as this is where you will find the most nourishing foods, including fresh produce, eggs, meat, and fish.

## CHOOSE FRESH, WHOLE FOODS

Avoid packaged foods, whenever possible. If you buy packaged foods, choose items with a short ingredient list (5 or less, without any form of sugar listed within the first 3). You want to focus on eating foods that will rot and spoil, but eat them before they do!

## SELECT ORGANIC FROZEN FRUITS AND VEGETABLES

If you're worried about your fresh produce spoiling before you eat them. They have the same, if not higher, nutritional value than fresh produce because they were picked and quickly frozen when ripe.

## AVOID MOST FROZEN ENTREES

Such as burritos, pizza, and chicken nuggets because they have poorer quality additives that promote inflammation.



# DINING OUT

WHEN EATING AT RESTAURANTS, KEEP IT SIMPLE.

## BUILD YOUR PLATE BY CHOOSING

1. Meat, fish, or poultry. Choose wild and pasture-raised, if it's an option.
2. A starchy vegetable (baked potato, sweet potato, squash) or whole-food grains, such as white, purple, or red rice. \*Note that brown rice is harder on digestion.
3. Two or more servings (handfuls) of a non-starchy vegetable (leafy green salad, roasted broccoli, Brussels sprouts, sautéed spinach, etc.).
4. Additional fats such as avocado, guacamole, splash of olive oil, etc.

## ALREADY FEEL LIKE YOU HAVE YOUR BASES COVERED?

And ready to dive deeper into performance nutrition with the leading team in the industry?

[Work with Us](#)

# SPORTFUEL®

SportFuel is the industry leader in integrated nutrition, guiding clients as they reach peak performance and achieve their wellness goals. Founded in 1993 and led by Julie H. Burns, MS, RD, CCN, SportFuel is on a mission to help athletes eat their best so they can feel and perform their best. Burns was named one of Harper Bazaar's "Top Ten Experts to Help Revamp Your Diet" and has co-edited several publications, including partnerships with the American Dietetic Association and the American College of Sports Medicine. Through her work as the Team Nutritionist for the Chicago Blackhawks NHL team for the past 30 years, SportFuel has made a name as the leaders in integrative sports nutrition throughout the world, receiving commendations from esteemed athletes Jonathan Toews, Kendall Coyne Schofield, and Troy Murray.

Currently, SportFuel® is an integrative nutrition consulting firm based in the Chicagoland area and working with athletes internationally. The team of 10 is made up of senior dietitian-nutritionists, nurses, nutrigenomic experts, health coaches, and more. SportFuel® offers customized nutrition programs that revolve around the knowledge that there is no "one-size-fits-all" approach. Through working with complete nutrition assessment and targeted testing, they provide their clients with individualized lifestyle recommendations that allow them to thrive and achieve their unique goals. As leaders in the field of sports nutrition, SportFuel® is the leader in utilizing food as fuel to power performance. If you are ready to elevate your life, follow along!

LET'S TALK

[Schedule My Exploratory Call](#)