

Cooking, Eating & Living Well™

Program and Products Overview

Cooking Well™ Demonstrations

Our one hour cooking classes with food sampling comes with up to four recipes demonstrated, followed by generous sampling for participants. Recipes and nutrition information are provided for attendees. Additional formats available for larger class sizes and program length can be modified to fit client needs.

Eating Well™ Lectures

These one-half to one-hour lecture based, interactive programs, cover the latest topics in nutrition and health. Program length can be modified to fit client needs.

Living Well™ Workshops

These one or multi-part sessions include extensive audience participation with a wide range of topics to suit everyone.

PRSTO!™ Personalized Recipes Selected To Order

PRSTO! cookbooklets are available for offsite group events and is NutriFit's state-of-the-art innovative software application that selects and prints healthy recipes, which are personalized according to participant's selection criteria. Recipes are created by NutriFit's Founding Director, Jackie Keller.

Walk Right, Eat Light with NutriFit

This 10-week program is designed to encourage exercise and proper eating for health management. This program develops walking skills to relieve stress and improve the cardiovascular and respiratory systems. When combined with a low fat diet, the Walk Right, Eat Light approach results in lasting weight control and health improvement.

Learning Center Booths and Health Fair Options

These participant oriented educational centers provide pertinent information on a variety of nutrition, culinary and lifestyle topics. Cooking demonstrations with food sampling is also available, which includes a wide-variety of sampling options along with printed literature for participants to take.

Additional Services

To compliment these programs & services, NutriFit can enhance your experience by providing "success kits", cookbooks, and a wide range of custom edible products.



We Bring More to the Table

Cooking Well™ Demonstrations

- Body After Baby
- Meals That Heal
- Ethnic LA Foods and Foodlore
- Cooking Well 101
- Sensual Foods
- Haute and Hot Cuisine
- East Meets Feast
- Grand Finales
- Ayurvedic Cooking
- Party 'Heart'y
- Summer Sips & Dips
- Six O'clock Solutions

1. **Body After Baby** - Especially designed for postpartum moms, this demonstration features how to prepare meals that will help get you back into shape. Recipes are filled with super-fueled foods that will keep you at peak performance, as you return to your pre-pregnancy weight.
2. **Meals That Heal** - Certain foods are known to have medicinal properties. This demonstration will show you how to create meals that are rich in antioxidants and other known disease-fighting nutrients.
3. **Ethnic LA Foods and Foodlore** – Few places are as unique as LA with such diverse and an abundance of ethnic foods. Learn more about these diverse cuisines and the cultures from which they're derived.
4. **Cooking Well 101** - Whether you're an accomplished chef or just starting out, this class is for you! Techniques for healthy cooking are emphasized in this demonstration along with tips for making healthy substitutions. Discover how easy cooking well can be!
5. **Sensual Foods** - What are the foods of love? Learn how you can make a truly sexy meal using nature's aphrodisiacs.
6. **Haute and Hot Cuisine** - Cooking with chilies and other capsaicin-containing ingredients.
7. **East Meets Feast** - Beyond basic Asian, this class will give you a taste of near, middle and far eastern cuisines.
8. **Grand Finales** - Dazzling desserts abound in this special, sweet class. From tiramisu to trifle, this hour is filled with healthful, happy endings.
9. **Ayurvedic Cooking** - Exploring the six senses - sweet, salty, bitter, sour, spicy and astringent.
10. **Party 'Heart'y** - Entertaining made easy with these sublime starters for festive feasts.
11. **Summer Sips & Dips** – Easy and quick entertaining ideas are presented in this demonstration of appealing appetizers and refreshing beverages.
12. **Six O'clock Solutions** – Make meals easy with the meal-in-one-pot recipes presented in this demonstration of healthy supper meals.



We Bring More to the Table

Eating Well™ Lectures

- Body After Baby
- Eating Smarter, Exercising Better & Living Longer
- Meals That Heal
- CARB is Not a 4-Letter Word
- Fitness for Life: A Parent's guide
- Take A Bite Out of Stress
- Beauty and Nutrition
- Nutrition and Health – The DASH Diet
- Your Perfect Weight Loss Plan
- Strong Bones, Powerful Bodies

1. **Body After Baby** - Especially designed for postpartum moms, this lecture is about designing a food and exercise plan where you'll lose that first 20 pounds of baby fat, gain energy and fit right back into your favorite "skinny" jeans before you know it.
2. **Eating Smarter, Exercising Better & Living Longer** - The secret to longevity is disease prevention. Many ailments are preventable by following a healthy diet and an exercise plan that incorporates both cardiovascular and strengthening workouts. Learn how to make smarter food choices and rev up your exercise routine to live a longer healthier life.
3. **Meals That Heal** - Learn foods that are known to be rich in nutrients and naturally help cure certain ailments.
4. **CARB is Not a 4-Letter Word** - Learn about the Glycemic Index and how it affects your health. Find out which foods have the lowest Glycemic Index values and how eating them will help control blood glucose, manage weight, and improve your heart health.
5. **Fitness for Life: A Parents Guide** - Overweight children are at high risk of becoming overweight adults. Prevent or manage childhood obesity by learning what types of lifestyle habits children can acquire that will help them live long and healthy lives. Learn how to integrate family fitness and healthy meal preparation into your family's busy schedule.
6. **Take a Bite Out of Stress** - Do you eat under stress? Does the food you eat cause stress? Learn what to eat and what foods to avoid so you can maximize your mental and emotional health. Understand your food triggers, and explore the food/mood connection.
7. **Beauty and Nutrition** - Learn about the connection between beauty and nutrition to achieve beautiful hair, skin and nails through optimal eating.
8. **Nutrition and Health - The DASH Diet** - Cardiovascular disease is the leading cause of death in the United States and is known to be linked to poor eating habits. Learn about the DASH Diet, which is considered an optimal eating program for hypertension and heart health. This lecture focuses on the latest information about cancer, lifestyle and nutrition. Learn about the most potent, cancer fighting vitamins and minerals.
9. **Your Perfect Weight Loss Plan** - Learn about the hottest diets and the latest nutrition trends. Discover the affects of diet on your quality of life and pick up tips on hot to make healthy, hassle-free meals.
10. **Strong Bones, Powerful Bodies** - Learn how to build and maintain strong bodies through proper nutrition. This lecture covers a broad age spectrum, from youth to older adults.



We Bring More to the Table

Living Well™ Workshops

- Body After Baby
- Brain Boosters – Improving Your Memory
- Ways to Win at Weight Loss
- The Top Ten Mistakes We Make about Our Health
- A Cure for What Ails You
- Play With Your Food
- Nature's Bounty – Gifts From the Hearth

1. **Body After Baby** - Especially designed for postpartum moms, learning how to handle life once the baby arrives. Learn how to incorporate a nutritional plan and exercise program that will have you back in tiptop shape in as little as 30 days.
2. **Ways to Win at Weight Loss** - When is losing better than winning? Discover how NutriFit's Personal Eating Plan (PEP) can help you battle the bulge and get the body you want.
3. **Brain Boosters - Improving Your Memory** - Are you remembering what you want to forget and forgetting what you want to remember? Avoid brain drain by attending this workshop! We'll identify the different types of memory, the vitamins and minerals that may improve it and ways to maximize your memory!
4. **The Top Ten Mistakes We Make About Our Health** - Here's a top ten list you'll want to make sure you know about - the most common mistakes we make about our health and how to avoid them!
5. **A Cure for What Ails You** - From chicken soup to ginger tea - this workshop will provide you with dozens of remedies for common ailments, conditions and health concerns. You'll feel better from the inside out and obtain a new outlook on alternatives for "home cures".
6. **Play with Your Food - Fancy Food Garnishing** - Fruits and vegetables that seem to invent their own visual puns - forget what mom told you about not playing with your food, this is a time to really play with food and make it into something unique.
7. **Nature's Bounty - Gifts From the Hearth** - Looking for ideas for homemade, inexpensive, healthy food gifts and wrapping ideas? Learn how to make deliciously flavored oils and vinegar in beautiful bottles, scrumptious candies and tasty snacks that make great gifts. This workshop will also give you a wealth of ideas for gift-wrapping with materials from your kitchen and garden.



We Bring More to the Table

PRSTO!

Personalized Recipes Selected to Order

Unique & Interactive

PRSTO! cookbooklets are available for offsite group events and is NutriFit's state-of-the-art, innovative software application that selects and prints healthy recipes, which have been personalized according to participants' selection criteria. Recipes are created by NutriFit's Founding Director, Jackie Keller.

Designed for use in conjunction with our Health Promotion Programs, Health Fairs, and Educational Seminars.

Educational

Participants receive gourmet recipes selected specifically for their taste and nutritional needs.

The **PRSTO! cookbooklets** includes:

- Personalized Recipes
- Food Pyramid Guide and Common Serving Sizes
- Healthy Food Pyramid and Cooking Techniques
- Quick Mineral and Vitamin Source Guide
- Dining Out Tips

Personalized

Participants indicate preferred cuisine type, meal type, health concerns, food dislikes and allergies.

- Cuisine Types: Continental, Asian, Italian, Latin, Middle Eastern
- Meal Types: Entrees, Breakfasts, Desserts, Salads, Side Dishes, Sauces/Dressings
- Health Conditions: Cancer, Heart Disease/Hypertension, Diabetes, Osteoporosis, Migraines, Lactose Intolerant, Healthy (low fat, low sodium, low cholesterol)

Walk Right, Eat Light with NutriFit

A 10-week program designed to encourage exercise and proper eating for health management. This program develops walking skills to relieve stress and improve the cardiovascular and respiratory systems. When combined with a low fat diet, the Walk Right, Eat Light approach results in lasting weight control and health improvement.

Basic Format

Participants earn points by walking on a daily basis and recording their food intake. Bonus points can be awarded for participation in other activities, such as community walks, company-sponsored educational programs and other athletic activities. Walking routes are mapped out (by the company coordinator) around the company site. A minimum of three routes of different lengths is recommended. Participants are encouraged to form walking groups, or may choose to walk on their own. Some companies may choose to form teams to foster friendly competition. A standard waiver form must be signed by each participant.

Program Agenda

- Kick-Off Workshop: Optimal Eating and Exercise
- Mid-Program Lecture: Dining In or Out
- Wrap-Up Demonstration: The Energizer Diet and Awards Ceremony
- Weekly Food Records: Mailed or emailed to NutriFit Dietitian on a weekly basis for review and comments
- Weekly Motivational Message: From NutriFit
- Email Support: Access to NutriFit expert for advice
- Incentive Item: Step counter, designed to aid participant's awareness of the benefits of movement throughout the day. Studies have shown that walking at least 10,000 steps per day is sufficient to meet established public health guidelines for physical activity.

Food Journals

Participants complete a weekly food journal, recording everything consumed. It is also recommended that participants make notes on feelings and thoughts that pertain to their diet during the day. Each week, the journals are forwarded to NutriFit's dietitian for comments, and returned to the company coordinator for distribution.

Rewards

Point accumulation results in achievement awards. Point tracking can be done by company coordinator or by the NutriFit team. The following "Degrees" or Awards can be earned:

- BS – Basic Stroller
- MS – Master Strider
- PhD – Personal Health Degree (Highest degree awarded)



NutriFit Learning Center Booths

Complementary Nutrition Learning Center

A multi-disciplinary tabletop display with interactive components consists of three panels, each addressing a different aspect of complementary nutrition; therapeutic foods, natural remedies and integrated nutrition/lifestyle. Topics explained include functional/genetically modified foods; vitamins and minerals, herbs and botanicals, dietary supplements, the U.S. Dietary Guidelines (5th edition) and Body Mass Index. Literature accompanies the learning center, and amplifies each topic in more detail, including references and resources. Our interactive display incorporates examples of the various products covered in the learning center.

Cooking, Eating, & Living Well Learning Center

This nutrition learning center is designed to enhance participants' understanding of inter-related culinary, nutrition and lifestyle concepts. Interactive tools include everyday objects used to teach the importance of portion sizes and literature that focuses on food substitutions, alternative cooking methods and techniques, and healthy eating tips. Pre-packaged food samples and spice blends are available as promotional items.

Healthy Cook's Corner

Think cooking healthy is complicated and time consuming? This display is designed to introduce participants to the readily available food tools that make healthy cooking simple. Items such as herb mincers, fat separators, fat ladles, ricers and dicers will be used to demonstrate the ease of cooking healthfully. The Cooking Pyramid and other nutrition information is included.

Kids In The Kitchen

Planning a family-oriented health fair or company picnic? Kids in the Kitchen will give your employees and their families a fun and exciting opportunity to experience healthy nutrition and culinary practices first hand. With activities ranging from *Kids Can Cook*, *Paw Prints* and *Click Those Sticks*, kids are given the opportunity to learn while playing. Everyone loves this interactive learning experience.



Culinary and Nutrition Education with Food Sampling

Salsa Bar (hot/cold)

The Salsa Bar is designed to add a little spice to any health fair. No one will be able to resist a table with the sound of the blender whipping up non-alcoholic Margaritas. Handouts offering tips about salsa and chillies will be provided, as well as literature on herbs and spices, and fats and oils. Because some like it hot, try the Calypso Spice Blend as a promotional item.

All American Fare (hot/cold)

Whether it's a beach party, picnic or summer barbecue, All American Fare is on the menu! This health fair booth is designed to offer participants a healthy taste of new and familiar, American Fare. Handouts on recipe substitutions, barbecue/grilling tips, food and outdoor safety (such as sun exposure) will be provided. Salt free spice blends are available as promotional items.

Luau/Island Fare (hot/cold)

Longing to view a beautiful sundown or take a romp through the waves? If you ache for the islands, then Island Fare is for you. We'll make tropical foods anything but typical so participants will sway away from this health fair refreshed. Salt free spice blends, such as Calypso, are a perfect promotional item.

Pasta Bar (hot/cold)

The Pasta Bar is designed to offer health fair participants a taste of pasta's wonderful versatility. Because Italy doesn't have a monopoly on pasta dishes, we'll offer variations inspired by the cooking of European, Asian, Latin American and Middle Eastern cultures, which can be prepared onsite either hot or cold. Literature about pasta, herbs and spices, and fat and oil will be available. Spice blends used in making the pasta recipes are a great promotional item.

Safari Bar (hot/cold)

For those who dream of watching herds of elephants and zebras cross the vast Kalahari, this theme is designed to give you a true taste of the African safari experience. Culinary influences in the East African region are primarily Indian and British. Handouts on grains, vegetables and fruit selections will be provided.



We Bring More to the Table

Program Pricing

Services	Basic Cost*	Comments
Eating Well™ Lectures Living Well™ Workshops	\$395	\$0.65 material fee / person and ≤ 1 hour
Cooking Well™ Demonstrations	\$445 & up	≤ 50 Participants 1 Hour Demonstration
Health Fair – Nutrition/Culinary Education Booths	\$495 / \$695	Up to 4 hours / 4 – 8 hours
Health Fair – Continuous Cooking Well™ Demonstration	\$0.89 / Item / Person plus booth cost	Final cost determined by # of times chosen, length of fair, and # of estimated participants
PRSTO!™ On-site Personal Cookbooklet Generation	\$495 / \$695 Includes first 50 books / 100 books	≤ 4 hours – No Pop. Data 4 – 8 hours – No Pop. Data + \$3.95/book after 50 / 100
Cooking, Eating & Living Well Cookbook	\$8.95 11 to 99 \$9.95 1 to 10	Call for pricing on Quantities over 99
PEP Personal Eating Plan Weight Management Book & Personal Journal	\$22.95 26 to 99 \$24.95 1 to 25	Call for pricing on Quantities over 99
Cooler Bag	\$29.95 w/ shoulder strap	Fully insulated, Logo product

*Pricing effective January 1, 2007

Sales tax is applicable to all products and food items.

Shipping is via UPS Ground, prepaid and billed to client.



We Bring More to the Table

Travel, Shipping & Event Cancellation Policy

Cancellation Policy

- Events in California outside of Los Angeles and Orange Counties, actual shipping charges will be added to the total cost of the event
- Events cancelled more than 20 business days in advance - No Charge
- Events cancelled 10-19 business days in advance - 50% of event cost, no charge for food
- Events cancelled 5-9 business days in advance - 75% of event cost, 25% of food cost
- Events cancelled less than 5 business days in advance - 100% of event and food costs
- If total roundtrip travel exceeds 50 miles, mileage will be charged at a rate of \$.50 per mile
- If total roundtrip travel exceeds 1 hour, travel time will be charged at a rate of \$35.00/hour/person

Shipping

- Charges are computed from NutriFit's West Los Angeles location

Travel

- Air Travel, Car Rental, Meals & Lodging will be billed at actual cost

Request for NutriFit Services

Event Date: _____

Today's Date: _____

Requested by: _____ Bill to (if different): _____

Title/Company: _____ Title/Company: _____

Address: _____ Address (if different): _____

City/State/Zip: _____ City/State/Zip: _____

E-mail: _____ Email: _____

Phone/Fax: () - / () - Phone/Fax: () - / () -

Requested Service:

<input type="checkbox"/> Cooking Well™ Demonstration	<input type="checkbox"/> NutriFit Learning Center Booths	<input type="checkbox"/> Catering
<input type="checkbox"/> Eating Well™ Lectures	<input type="checkbox"/> Culinary and Nutrition Education with Food sampling	<input type="checkbox"/> Spice Blends
<input type="checkbox"/> Living Well™ Workshop	<input type="checkbox"/> Walk Right, Eat Light with NutriFit	<input type="checkbox"/> Gift Baskets
<input type="checkbox"/> PRSTO!™	<input type="checkbox"/> Cookbooks	<input type="checkbox"/> Other

Demonstration / Lecture Topic requested: _____

Health Fair Theme / Food Samples requested: _____

Number of Participants expected: _____ Number of food samples per person requested: _____

Event Date: Month Day Year Event Time: Beginning Ending
 _____ / / _____ / /

Event Site: _____ Contact Person: _____

Event Address: _____ Suite/Room: _____

City: _____ Fax: _____

Site Phone: () - _____ Site Fax: () - _____

Electricity Available? Yes No Function held? Indoor Outdoor

Special needs / instructions / directions: _____

