

# VOGUE

ITALIA

1992

BOLD AND BRIGHT



It's quite easy: every morning you get a lunch-box that include snacks and three meals that will be heated in the microwave oven.



Jackie Keller is one of the most powerful names in Los Angeles. She is not an actress, a director or a film producer. The secret of her success is not buried on the set, but in her kitchen, which feeds the best-known Hollywood celebrities.

Super healthy Ms. Keller keeps in her address book top clients such as Uma Thurman, Angelina Jolie and Brad Pitt, Penelope Cruz and husband, Jessica Alba and Charlize Theron, but also Owen Wilson, Val Kilmer, Tom Cruise and his wife Katie Holmes.

Her made in California business is called **NutriFit**. A very special catering based on a custom-made diet delivered every day on the set, at home, at work.

The secret of such a big success? Her lunch-boxes are the result of food research carried out by doctors and nutrition experts, aiming at abolishing fat, sugar, too many carbs and too-caloric dips that are replaced by **NutriFit** seasonings, adding flavor, but not calories, to food.

Inside her maxi-kitchen in West Los Angeles a staff of professional chefs prepares every day dozens of low-calorie meals à porter, personalized according to the requirements of each customer.

High-protein, multi-vitamin diets, gluten-free or rich in iron, and also fat-free, low-carb, go vegan, flexitarian and vegetarian. Each menu is delivered at dawn inside a roomy refrigerated bag that contains the fresh breakfast for the early morning, lunch and dinner and includes munchies and snacks to be eaten in-between meals at regulars times.

Everything is weighed and divided into whole meal carbs, good fats and lean proteins. Ready to be heated in the microwave oven in two minutes. Cost of the whole operation? Fifty dollars a day.

Micol Passariello