



Your Nutrition Guide: The Foundation

This guide provides a foundational framework for making better nutrition decisions, focusing on energy balance, macronutrients, and food selection to help you achieve your health and fitness goals. Whether you are looking to lose weight, gain muscle, or simply feel better every day, understanding these core principles is your starting point.

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Energy Balance & Macros 101

The most critical factor for health and fitness success is **energy balance** — the relationship between the energy you consume and the energy your body uses. Everything else builds on this foundation.

Calories In

The total energy from all foods and drinks you consume throughout the day.

Calories Out

The total energy your body expends, made up of four major components that together determine your daily calorie burn.

The Four Components of Calories Out

1

BMR — Basal Metabolic Rate

The energy required for vital functions like organ operation and temperature regulation. This is the **largest contributor** to calories burned each day.

2

NEAT — Non-Exercise Activity

Energy used for daily movement that isn't purposeful exercise — walking, gardening, even fidgeting. Often overlooked but highly impactful.

3

EAT — Exercise Activity

Calories burned during purposeful training sessions and structured workouts.

4

TEF — Thermic Effect of Feeding

The energy cost of breaking down and absorbing food. **Protein boosts this effect** as it requires more energy to digest than carbs or fats.

The Rule of Weight Management

Weight Loss

Eat **fewer** calories than you burn — a calorie deficit.

Maintenance

Eat the **same** amount of calories as you burn.

Weight Gain

Eat **more** calories than you burn — a calorie surplus.

Macros 101: The Building Blocks

All foods are composed of macronutrients, each serving a unique role and providing a specific amount of energy per gram. Understanding macros helps you make informed choices beyond just counting calories.

Protein

4 cal/gram

Essential for cellular repair and muscle retention. The most satiating macronutrient, helping to manage hunger. Aim for **1.5–2g per kilo** of body weight.

Carbohydrates

4 cal/gram

The body's preferred fuel source for the brain and high-intensity training. Not strictly "essential" for survival, but **critical for performance**.

Fats

9 cal/gram

Vital for hormone production, brain health, and vitamin absorption. A minimum of **0.5g per kilo** of body weight is recommended to support essential functions.

Alcohol

7 cal/gram

Provides energy but is not essential for health. Keep intake mindful and within your overall calorie targets.

Food List & Nutritional Value

Making informed choices requires understanding that **food weight does not equal macronutrient weight**. Below are common sources and the amounts needed to reach specific macro targets. Use these as a reference when planning your meals.

Protein Sources — To Reach ~30g Protein

Food Source	Serving Size	Approx. Calories
Basa Fish	115g	104 kcal
Chicken Breast	135g	162 kcal
Extra Lean Beef Mince	145g	246 kcal
Firm Tofu	180g	266 kcal
Fat-Free Greek Yogurt	470g	278 kcal
Eggs	250g	300 kcal

Carbohydrate Sources — To Reach ~50g Carbs

Food Source	Serving Size	Approx. Calories
Pumpkin	425g	201 kcal
Apple	2 Whole	208 kcal
Sourdough Bread	2 Slices	220 kcal
Spud Lite Potatoes	490g	244 kcal
Basmati Rice	65g	231 kcal
Rolled Oats	110g	425 kcal

Fat Sources — To Reach ~10g Fat

Food Source	Serving Size	Approx. Calories
Extra Virgin Olive Oil	½ tbsp	82 kcal
Butter	¾ tbsp	97 kcal
Avocado	70g	112 kcal
Peanut Butter	~19g	114–128 kcal
Roasted Almonds	17 nuts	119 kcal

Key Insight: Notice how different protein sources vary significantly in calories for the same amount of protein. Choosing leaner sources like basa fish or chicken breast over eggs or beef mince can save you 100+ calories while hitting the same protein target — a simple swap that adds up over time.

Practical Implementation: Start Today

To succeed long-term, adopt a **flexible restraint approach**. Perfection is not the goal — consistency is. The 80/20 rule is your best friend: **80% of your intake** should come from nutrient-dense whole foods, while **20% can be reserved** for "fun foods" to prevent feelings of deprivation and make your plan sustainable.

Three Ways to Start Today

1 Prioritize Protein

Include a portion of protein with every meal to support muscle retention and manage hunger. Protein is the most satiating macronutrient, making it your most powerful tool for appetite control. Aim for 1.5–2g per kilo of body weight per day.

2 Increase Food Volume

Use high-volume, low-calorie foods — especially green vegetables — to fill your stomach without excessive calories. This is one of the simplest strategies to stay satisfied while managing your energy intake effectively.

3 Plan Ahead

Pre-track your food to remove guesswork and ensure you stay within your targets. Planning ahead reduces impulsive decisions and keeps you accountable to your goals without relying on willpower alone.

Remember: the best nutrition plan is the one you can stick to. Small, consistent changes compound into remarkable results over time. Use this guide as your reference, not your rulebook — adapt it to your life, your preferences, and your goals.

80%

Whole Foods

Target for nutrient-dense intake

20%

Fun Foods

Reserved for enjoyment & flexibility

2g

Protein/kg

Upper end of daily target