

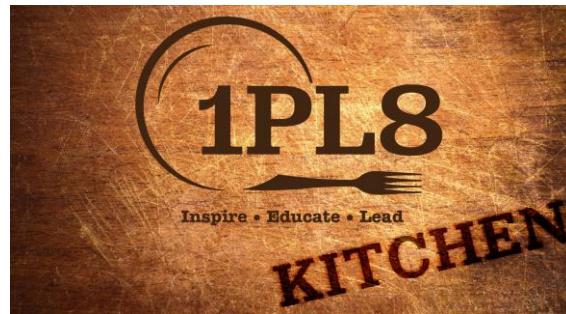
1PL8's 3 Core's & 5 B's

When we first started, we did hundreds of free cooking demonstrations so we can understand how we could be impactful. All our conversations with consumers lead us to develop our 3 core values.

- **Smart shopping** so you save money at the grocery store and choose, utilize, portion, and safely store healthy foods. Healthy real foods have an expiration and need to be handled in a way that ensures the nutritional value as well as flavor and doesn't end up wasted.
- **Educational Culinary techniques** so you can cook and create healthy, nutritious, and delicious meals that are easy and fast. This was one of the biggest excuses we heard, *"I don't have the time to cook a healthy meal"*. All our shows and classes are focused on quick cooking. Matching the food to the cooking technique.
- **Leading the movement** of resourcing food as our greatest medicine. This value has inspired me to create our 5 B's of healthy eating. People need to understand that food is our greatest medicine. Hippocrates the father of modern medicine said let food be thy medicine and medicine be thy food.

Question: Why would a pharmaceutical company that's making billions of dollars on you want you to get better? Answer, they don't.

We have the opportunity now to turn your kitchen into a true preventative care kitchen.



Thanks to social media something relatively easy, has been made overly complicated, confusing and challenging. What I have learned is people do not know much about food. For that reason, they make unrealistic and absurd assumptions about food. I have developed what I like to call the **5 B's of healthy shopping/eating**. Shopping is a key component of healthy living because what you buy and bring home will inevitably be eaten. The 5 B's are set so you can follow simple, easy guidelines that will lead you down a healthier path.

First B is to buy products that are in season. When a product is in season, they developed more nutrition and flavor. The cost is also lower because the availability is higher.

Second B is buying a variety of colors. Your body can only absorb so much of 1 nutrient, so to overindulge in vitamin C for example is not going to do anything. In the words of all great investors, we need to diversify. The more colors you have on your plate translates into a variety of nutrition.

Third B is buying frozen vegetables. Frozen vegetables are just as nutritious and more so then some of their fresh counterparts. Vegetables and fruits that are allocated to be frozen are harvested at their peak of flavor and development, and then flash frozen. They also tend to be much cheaper.

Fourth B is buying lean proteins. A lean protein is a protein source that contains more protein than fat. Some good sources of protein are, meat, poultry, fish and other seafood, beans, eggs, nuts, and seeds.

Our **fifth and final B** is to buy whole grains. A whole grain consists of 3 parts the bran, endosperm and the germ. These 3 parts give us the best nutrition grains can offer. The lack of education about grains brings fear, and that fear keeps people from not only enjoying the health benefits but also the amazing flavors and textures they bring.