

SOCIAL MACRO TRACKING

A NUTRITIONAL GUIDE TO NAVIGATING
RESTAURANTS, BARS, AND SOCIAL EVENTS



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CHAPTER 1:

ABOUT THE AUTHOR

Mike Millner is a certified Nutrition coach and Neurotype trainer who specializes in understanding how our personalities impact our success in and outside of the gym. Coach Mike takes a mindset first approach in helping clients achieve lasting and life changing results.

When it comes to coaching, Mike brings all of the right qualifications to his clients, but what he brings first and foremost is the passion, drive and innate ability to make everyone around him the best version of themselves.

Mike's goal is to help people navigate their journey in a way that's sustainable and enjoyable. He believes in a truly individual approach which means looking into lifestyle, habits, personality type, goals, and mindset to make the process as effective as possible!

MIKE MILLNER

NASM, CPT, FNS, PN Level 1, NCI Level 1, Certified Neurotyping Coach



CHAPTER 2:

INTRODUCTION

What a time to be alive?!

As of 2017, the United States weight loss industry was worth a whopping \$66 billion (3).

70% of all men and women in the United States are considered to be overweight and/or obese (4).

In 2018, 36% of Americans reported having followed a specific eating pattern or diet within the last year (>117 million people), while 80% reported there being a “lot of conflicting information about what foods to eat or avoid,” which causes them to “doubt their food choices” (5).

As you can see, while peoples’ love of convenience and eating are both at all time highs, so is their desire to lose weight. We have an all out war on our hands that rivals that of the Starks vs. the Lannisters (for my GOT fans out there) and right now it’s food, one; us, zero. We have found ourselves fatter than ever and there’s no sign of it slowing down.

The fact of the matter is, our lives revolve around food. From summer barbecues to business meetings, and holidays to family functions, it’s nearly impossible to find a social gathering not centered around food.

If you’re reading this, it’s safe to assume...

You either track your macros already or have at least heard of it, and are intrigued by the promise of being able to eat whatever you want and still achieve the body you’re after. But, you have no clue how the heck that’s actually possible!

Like me, you have your own laundry list of 'failed' fad diets. Diets that may have gotten you results initially, but due to their restrictive nature, results that disappeared quicker than they came.

You're sick and tired of feeling like you're dieting. Having to give up all the foods and drinks you enjoy. Having to pass on going out with friends and being social. Having to be constrained to only eating meals of lean meat, brown rice, and vegetables.

While the flexibility of macro tracking is what makes it beautiful and like no other nutritional approach out there, it does come with its own set of challenges. There is a learning curve to tracking your macros and that's without trying to incorporate meals out at restaurants, going to bars, or doing potluck style dinners. You're presented with a whole 'nother set of challenges when you try to be a social macro tracker.

However, over the course of the last five years tracking my own macros and helping hundreds of people track theirs, I've developed skills and strategies that should make the jump from Tracking Newbie to Social Tracker much easier, quicker, and a hell of a lot less confusing.

My goal with this book is simple.

A massive dietary disconnect and knowledge gap exists today, largely due to the copious amounts of conflicting information being pushed through the media - my aim is to change that. To open your eyes to the fact that you no longer need to restrict yourself from the foods you love, vilify entire food groups, or avoid social situations in order to achieve the body you want, while also teaching you how...

To grab drinks with friends and not sabotage your goals.

To break the cycle of Monday through Friday dieting, and Saturday-Sunday binging.

To eliminate the word 'cheat' from your dieting vocabulary.

To free yourself from the confines of your own kitchen and Tupperware.

To put an end to boring and restrictive dieting.

*To navigate the social and food-focused world we live in, while making
the best nutrition decisions you can.*

And ultimately, to help you stop dieting and start living!

With that being said, let's get to it!

CHAPTER 3:

ENERGY BALANCE

Like building a house, it's paramount to establish a strong foundation when trying to improve your body composition. In the context of nutrition and creating a sound nutrition protocol, the foundation must be QUANTITY (A.K.A. Calories). Prior to addressing why that is, I want to first make sure we are on the same page with regards to what a calorie is.

Calorie – The energy needed to raise the temperature of 1 kilogram of water through 1°C, equal to one thousand small calories and often used to measure the energy value of foods.

You may be thinking to yourself, “Okay, Mike...now how about in English?” While that's the definition you probably got way back in high school, here's one that's easier to digest:

Calorie - A way to measure your food and total, daily intake - we'll call this your caloric input. It is also a way to measure how many calories you are expending throughout your day, both from working out and normal daily activities – we'll call this your caloric output.

But again, what does this really mean for YOU?

Gone are the days that you have to say, “I want to lose weight,” and simply eat less and exercise more, with no real plan or idea of how much less or how much more is appropriate. You now have a way of tracking, determining, and controlling the outcomes you see with your body composition, whether your goal is losing body fat or building muscle mass. No more leaving it up to chance.

At the end of the day, years of scientific research has proven that the #1 factor that determines our weight and body composition is **Energy Balance** - calories in vs. calories out. Once you determine your maintenance calories (A.K.A TDEE: Total Daily Energy Expenditure), it's all in the numbers.

Want to lose weight? Make sure calories in < calories out. Eat fewer calories than maintenance.

Want to gain weight? Make sure calories in > calories out. Eat more calories than maintenance.

Want to maintain weight? Make sure calories in = calories out. Eat right at maintenance.

Again, this is why energy balance is the foundation. Without constraints put around the calories you are taking in and the calories you are putting out, it will be very difficult to achieve the results you are after. Sure, quality matters as well, but it accounts for a much smaller percentage of the physical results you'll see.

But this book isn't about tracking calories; it's about tracking macros. Now that we've established the foundation (Energy Balance – Calories In vs. Calories Out), the next step is **Macronutrients (A.K.A. Macros)**.

No, I'm not talking economics - I'm talking nutrition. Although, tracking macros is a lot like budgeting your finances.

Macronutrient – A substance required in relatively large amounts by living organisms, in particular.

Yeah, yeah, yeah. I get it – you want the laymen's definition.

Macronutrient – A type of food (protein, fat, carbohydrate) required in large amounts in the human diet, that are the nutrients that make up our caloric intake.

Protein: 4 calories per gram

Carbohydrate: 4 calories per gram

Fat: 9 calories per gram

Let me try to read your mind, again: “But, Mike, you just got done explaining how all I need to focus on in order to reach my physical goals are calories – in, out, energy balance. Why are macronutrients important? Do I HAVE to track macronutrients?”

Technically, no – you don’t have to. Like I mentioned before, as long as you are in a calorie deficit, you WILL lose weight. Just like as long as you are eating in a calorie surplus, you WILL gain weight. However, I’m guessing you care about:

Training performance (whether that’s CrossFit, Orange Theory, sport, etc.)

Optimizing recovery

Creating hormonal balance

Building muscle

Losing body fat (NOT losing muscle mass)

While a calorie deficit means weight loss, most people want FAT LOSS (I have yet to have someone hire me to lose muscle). And, while a calorie surplus means weight gain, most people want to GAIN MUSCLE, not additional body fat. If this is you, then my answer is now, yes – tracking your macronutrient intake is going to be very important.

When we dial in the ratio of protein, fats, and carbohydrates that we are consuming on a daily basis, we have more control over how much muscle we build and maintain over time. This will allow us to not only burn more body fat and increase our metabolism, but it will also increase longevity and improve hormonal balance.

CHAPTER 4:

MACRO TRACKING 101

Macro tracking is a quantity-based, nutritional approach. I'm sure you've heard of, or maybe have even tried, a diet that was centered around counting calories (think Weight Watchers), and while macro tracking is similar, it goes one step further and actually distributes those calories to the three macronutrients – protein, fats, and carbohydrates.

The process is then a straightforward one. First, you identify how many grams of each macronutrient you should be consuming daily to support your goals. Second, you track the foods and drinks you consume over the course of the day to measure the amount of each macronutrient you are taking in. And lastly, you make sure that by the end of the day you've consumed the adequate amount of each that you are supposed to.

Whether you're brand new to the idea of macro tracking or you have prior experience, at this point you should have a pretty good sense of why it's important to track your macronutrients and not just calories. However, making sure to not only provide the information, but also the application, I want to help you understand their respective benefits, how much of each you should be consuming, and in which foods you can find them.

PROTEIN

Protein is an ESSENTIAL nutrient to the body and has 4 calories/gram.

When you consume protein, your body breaks it down into its constituents called amino acids (AKA 'building blocks'), which are then arranged in specific combinations to form new proteins. Your body can only build the necessary proteins if the appropriate variety of amino acids are available, so for this reason it's very important to make sure you are taking in protein through a variety of sources, as they each have their own amino acid profile.

This may come as a shock to you, but training of any kind is catabolic by nature. This means that whether you are a runner, Olympic Weightlifter, or Power Lifter, when you are training you are breaking down tissue – yes, you read that correctly. The working out part is NOT when you are building muscle, but rather damaging it. But, for good reason! We must first break muscle tissue down to build it back up to be bigger and stronger than before.

“But I don't lift weights and don't want to get big and bulky!”

Contrary to what you've heard, lifting weights will not instantly make you big and bulky! Whether it's that, a fear of getting hurt, being intimidated at the gym, or some other reason that is keeping you from lifting weights, if you aren't currently doing any sort of resistance training, you NEED to be! We ALL should be – yes, that includes my Grandma Carol. And not just for aesthetic benefits, but for overall health.

Resistance training will lead to an increase in muscle mass, which in turn will increase your Basal Metabolic Rate (BMR = the amount of calories you burn on a daily basis if you did nothing but lay in bed all day) Having a higher BMR means you are a better calorie burner and get to eat more without gaining weight - sign me up! On top of that, at around the time we turn 30 years old, instead of growing bigger and

stronger, our muscles start to lose mass and function – this is known as Sarcopenia. While this happens to everyone, physically inactive people lose 3-5% of their muscle mass each decade once they hit the big 3-0 (6).

So, why the heck is protein such an important part of your diet?

1. It has a very high thermic effect

The 'Thermic Effect' of food is defined as, "the increase in metabolic rate after ingestion of a meal" (7). In laymen's terms, it is the amount of energy (calories) that are burned through consuming, processing, and storing the foods you eat. Protein has the highest thermic effect, with 20-30% of the calories consumed being burned. Eat more protein = burn more calories!

2. It is the most satiating macronutrient

Whether you've 'dieted' before or not, when you eat in a calorie deficit, dealing with some level of hunger pangs is inevitable. Protein works in our favor here, as it has a more satiating effect than both fats and carbohydrates, and will help you stay fuller, longer.

3. It aids in skeletal muscle tissue repair

You do resistance train? Good – I knew I liked you! Regardless of whether you are resistance training to build muscle for aesthetics, performance, or overall health, as I explained above, you are actively breaking down muscle tissue when you do – muscle tissue that you then need to build back up. The 'building up' part of the process can only be facilitated by adequate protein intake.

It's like remodeling a house. You start with demolition, then you provide the construction crew with the necessary building material (wood, sheetrock, nails, etc.), and they use those materials to build a beautiful, new house. Resistance training without taking in

enough protein, yet hoping to get bigger and stronger, is akin to doing the demo work without providing the crew with the necessary building materials, expecting a beautiful, new house in the end. It just isn't going to happen.

So, you don't lift weights, yet? Remember that whole sarcopenia thing? Resistance training is your Batman; protein intake is your Robin. Resistance training is your Michael Jordan; protein intake is your Scottie Pippen. While Batman and Michael were both capable of great things on their own, they were taken to new levels of greatness with their sidekicks. So, if you don't want to turn into a bag of bones as you continue to age, protein will be a crucial sidekick to the resistance training program you are going to begin, soon!

Where should you get your protein from?

- Meats
- Poultry (Chicken, Turkey)
- Seafood (Wild Caught)
- High-Quality Deli Meat
- Dairy (Greek Yogurt, Milk)
- Jerky
- Beans & Lentils – Vegetarian
- Tofu & Tempeh – Vegetarian
- Protein Powders & Bars
(primarily around workouts and for convenience)

I do want to point out that this list is by no means exhaustive, nor in order of how you should prioritize your protein intake. It is largely going to depend on personal preference and lifestyle, but in general, you should try to opt for whole food options versus supplements whenever possible.

While the RDA for protein is .36g/lb per day, you need to remember that the RDA is the recommended daily intake to keep you from getting sick. I don't know about you, but I am much more interested in making my body look as good and be as healthy as it can be, versus focusing on 'not getting sick' (8). With this being the case, the adequate range for optimal health is .82-1.2g/lb per day, but because math is hard and round numbers are easy, shooting for 1g/lb per day is a great goal.

FAT

Fat is an ESSENTIAL nutrient to the body and has 9 calories/gram.

Before we dive into fat, I want to address a myth that has perpetuated for decades:

Eating fat does NOT make you fat.

Now that that's out of the way, fats can be confusing, largely because there are a variety of types that exist.

Trans Fat

- **BAD Trans Fat:** Artificial = donuts, cakes, pizza, cookies, fried food, etc.
- **GOOD Trans Fat:** Natural = egg yolks, red meat, milk; Aids in metabolic function, boosting immune system, keeping cholesterol levels in check (9).

Saturated Fat

- Found in animal products; solid at room temperature

Monounsaturated Fat

- GOOD
- Plant-based liquid oils, nuts (& nut butters), and avocado

Polyunsaturated Fat

- GOOD
- Some nuts, some oils, fish

Just as fat is varied in its types, it's also varied in its functions within the body:

- 1. Energy source** – Fat is the most energy dense macronutrient, providing 9 calories per gram
- 2. Hormonal balance & production** – Thyroid, testosterone, progesterone, and estrogen all rely on fat for manufacturing and balance (9)
- 3. Formation of cell membrane**
- 4. Helps transport fat-soluble vitamins**
- 5. Supports our brain, which is nearly 60% fat**
- 6. Provides two essential fatty acids that the body can't make on its own** – linoleic acid (Omega-6) & linolenic acid (Omega-3)

Where should you get your fat from?

- Coconut Oil
- Avocado
- Avocado Oil
- Butter (Ghee)
- Fish
- Flax Seeds
- Chia Seeds

Just as protein has an adequate intake range, so does fat – 20-60% of your total calories. This is a very wide range and where you fall within it is largely dependent upon personal preference and whether your goals are aesthetic, performance, or longevity-based. If you are unsure, a good goal would be aiming to get 30-35% of your total calories from fat.

CARBOHYDRATES

Last but not least, and certainly not in terms of deliciousness – carbohydrates. Carbs are the only NON-ESSENTIAL macronutrient and like protein, also have 4 calories per gram.

Again, let's start with addressing a few carbohydrate-related myths:

Carbohydrates are NOT the devil.

Carbohydrates are NOT inherently fattening (a calorie surplus is).

You CAN eat carbohydrates after dark and they will NOT automatically get stored as fat.

Carbs are NOT the devil. They do affect our blood glucose levels and create an insulin response, but this is NOT bad, nor does it automatically equate to fat storage. And lastly, not only are carbs after dark NOT bad for you, carbs at night are actually very beneficial for improving quality of sleep. Going to bed with elevated levels of cortisol (our body's main stress hormone) is a major reason why people struggle falling asleep. I'm sure you've experienced that 'tired, but wired' feeling, where you're physically exhausted and want to go to sleep, but can't seem to turn your mind off. Well, you can thank cortisol for that! The 'off switch' for cortisol is insulin and to create an insulin spike you need to consume carbohydrates, so if you want to improve your sleep, get those carbs in before bed!

While carbohydrates are not an essential macronutrient, meaning we CAN live without them (hence the Ketogenic Diet) in my opinion they are essential! Again, I don't just want to live. I want to live the most full and happy life I can, and a life without carbohydrates is certainly not that!

In addition to improving your quality of life and increasing the sustainability of a long-term nutrition protocol, carbohydrates are very important if you care about your training performance, especially if you engage in some form of high-intensity training such as CrossFit, Orange

Theory, HIIT, sprinting, etc. In fact, if high-intensity training is your thing, forget I said 'are very important' – they are ESSENTIAL!

The carbohydrates you consume throughout your day get stored as glycogen in two places in the body: your muscles and the liver. High-intensity training is a glycolytic activity and can only be fueled by your body's glycogen stores. No carbs = no glycogen = no fuel for performance.

While they provide fuel for your workouts, they also facilitate recovery after your workouts and do so in two ways:

1. Glycogen replenishment

You need to refill the glycogen stores you lower during your workouts in order to have energy available for subsequent training sessions. This occurs by consuming carbohydrates during a 24-hour period post-workout.

2. Central Nervous System (CNS) management

When you are doing high-intensity exercise, you are operating in your Sympathetic Nervous System (SNS), which is also known as 'fight-or-flight' mode. It is a great place to be during a workout, as it provides you with adrenaline and mobilizes nutrients in your body for energy to get you through that workout. However, as soon as the workout is over, you want to turn your SNS off and your Parasympathetic Nervous System (PNS) – AKA 'rest and digest' mode – on. The quickest way to do this is by taking in fast-digesting carbohydrates to create an insulin spike.

Where should you get your carbohydrates from? You should prioritize vegetables, fruits, and starchy carbs, but the sources are nearly endless:

- Fruits & Vegetables
- Oats
- Pasta
- Whole Grain Breads

- Beans & Legumes
- Quinoa & Sprouted Grains
- Potatoes
- Rice
- Buckwheat
- Baby food squeeze pouches
- Carbohydrate powders (Highly-Branched Cyclic Dextrin, Dextrose, Maltodextrose, Waxy Maize)
- And yes, on occasion, those delicious carb sources you haven't let yourself touch in years for fear of getting fat!

Because of their non-essential nature, there really is no carbohydrate intake recommendation. This is also why it's the last macronutrient I chose to discuss. When it comes to determining your carbohydrate intake, after you've established your protein and fat targets, any calories left get allotted to carbohydrates. And, because you will have set your protein and fat intake appropriately, carbohydrate prescription will take care of itself.

CHAPTER 5:

FLEXIBLE DIETING

One thing you may have noticed is that for each macronutrient I provided a list of foods you should seek out to satisfy your respective macronutrient needs. I said foods you SHOULD turn to, which is drastically different than foods you either HAVE TO turn to or HAVE TO avoid, and a stark contrast from most diets out there, today.

Restriction isn't healthy, sustainable, or enjoyable, and you won't find it here!

You see, what gets lost in the noise is that macro tracking has nothing to do with the actual foods you eat. It is purely a method of putting structure and control around the amount of calories & macronutrients you consume on a daily basis. Vegetarian, Vegan, Paleo, Keto, Mediterranean, Carnivore, Whole30 – all these protocols can work with a macro tracking approach. However, while all nutrition protocols CAN work, I am a firm believer that the one that, 1) has the highest degree of sustainability, 2) allows you to live the most 'normal' lifestyle while adhering to it (eating the foods you enjoy and not feeling restricted), and 3) balances the three pillars of health – physical, mental, and social wellbeing – is macro tracking, utilizing a flexible dieting approach.

While flexible dieting really only started taking off in mainstream media and dieting culture within the last decade, it made its first appearance back in 1996 when the American Dietetic Association designated March as 'National Nutrition Month', with the slogan, "All foods can fit." (10). This stance was corroborated and legitimized in 2002, when the slogan made its way into the Journal of the Academy of Nutrition and Dietetics and the ADA staked their claim that "all foods can fit into a healthful

eating style,” and that labeling foods as ‘good’ or ‘bad’ potentially fostered unhealthy eating behaviors (11).

For most of my life, I was guilty of this dichotomous way of thinking. I labeled foods as good vs. bad, healthy vs. unhealthy, right vs. wrong, could eat vs. couldn’t eat, weight loss food vs. fat gain food. Not because this is the way I wanted to think, but rather the way mainstream media and society had brainwashed me into thinking. The only thing this style of thinking did for me was develop an incredibly unhealthy and fearful relationship with food.

The restrictive fad diet I was following at the time would tell me I wasn’t allowed to eat certain foods --> These ‘non-approved’ foods would be quite a few of the foods I loved and enjoyed eating --> This would cause me to fear these foods and avoid them like the plague --> Inevitably, I’d eat these foods (I’m human and could only resist for so long!) --> I’d be left feeling like a failure, guilty, and punishing myself (physically and mentally) for ‘cheating’ on my diet.

If you’re thinking, “Wow. He just described me to the T!”, I’m excited.

I’m excited to open your eyes to the world of flexible dieting. I’m excited to shatter your beliefs as to what ‘dieting’ has to feel like. And am excited to teach you how to balance being a social person and living your life – drinking, eating the foods you love, spending time with friends – while sticking to a nutritional protocol that supports your goals.

CHAPTER 6:

SLEEP & MACROS

My late Grandpa was a funny guy and I'll never one of his favorite pieces of advice:

“Don't assume - it makes an ASS out of U and ME.”

While it's great advice and has saved me from putting my foot in my mouth on numerous occasions, I'm going to ignore it and take a stab at a few assumptions about you:

- 1. You feel more effective at getting things done after a night of good sleep (12).*
- 2. While you likely know you should, you don't prioritize sleep as much as you do your fitness/nutrition, work, social life, and personal interests (12).*
- 3. You don't get enough sleep on a nightly basis (<7 hours).*

How'd I do?

Pretty spot on?

That's because 90% of U.S adults report feeling very effective at getting things done after a good night's sleep, only 10% of U.S. adults prioritize sleep over those other aspects of their life, and 1 in 3 adults don't get enough sleep (13). So really, the only assumption I made was that you are a lot like the majority of U.S. adults – a pretty safe assumption.

Now that we know you're like most U.S. adults and don't sleep enough, how does this have anything to do with your struggles transforming your physique or sticking to your macronutrient plan? Or, better yet, how does it tie into being a social macro tracker?

Two words: Leptin & Ghrelin.

Leptin is a hormone released by fat cells that signals satiety to the brain and acts as an appetite suppressant (14). It's aptly named your 'satiety hormone'.

Ghrelin is a hormone released by your stomach that signals hunger to the brain and acts as an appetite stimulator (14). It's aptly named your 'hunger hormone'.

When functioning optimally, they work very well together and exist in a constant seesaw or inverse relationship.

Eat a meal -> Your fat cells signal to the brain that there is enough energy/calories available -> Leptin is elevated -> You feel full and stop eating.

A long period of time has gone by since you last ate -> Your stomach signals to the brain that there is insufficient energy/calories available -> Ghrelin is elevated -> You feel hungry and are driven to eat.

However, things don't operate as smoothly when you don't get enough sleep. In fact, in studies on sleep deprivation and its effect on our hunger hormones, multiple things have been found:

1. Plasma concentration of leptin is markedly decreased (13), meaning your body's ability to signal to the brain that you are full is diminished. With insufficient sleep and decreased leptin levels, you are essentially existing in a state of famine in the midst of plenty – feeling hungry when you really shouldn't be.

2. Ghrelin levels are markedly increased (13), meaning so too are your hunger and appetite. Want the double whammy? Not only

does insufficient sleep cause your appetite to increase, regardless of whether you truly are hungry or not, it causes you to crave more calorie-dense foods with high-carbohydrate content. You're not prone to binging on things like celery and chicken, but rather pasta and pastries.

3. "Glucose is virtually the sole fuel for the human brain," (15) and as you can imagine, a brain at work demands a greater amount of energy (calories) than a brain at rest. With this being the case, it's been hypothesized that periods of prolonged wakefulness and thus, increased brain activity, is yet another cause for increased feelings of hunger (15).

Moral of the story: Forget the sexy supplements and workout programs. Forget the snake oil, 'get results quick' scams out there. Getting >7 hours of sleep per night will be more impactful towards determining whether you reach your body composition, performance, or overall health goals.

GET YOUR SLEEP!

CHAPTER 7:

HYDRATION & MACROS

Like sleep, there could be an entire book written on the importance of proper hydration and it is one of the most overlooked aspects of nutrition plans. In spite of this being the case, since I see your eyes rolling back and glossing over, I won't talk about hydration in all its glory and instead will just give you a few fun facts:

- 60% of your body weight is water (if you're someone that freaks out about your weight and the daily fluctuations, I can assure you they are due to ever-changing water retention in your body, rather than true weight/fat gain).
- Water Has Many Functions:
 - Breakdown & Digestion of Food
 - Nutrient Transport & Waste Removal
 - Chemical & Metabolic Reactions
 - Tissue & Joint Protection
 - Body Temperature Regulation
- Do you have performance goals? Being just 1% dehydrated results in a 10% loss in performance.

See! Quick and painless! However, I do want to talk about hydration in the context of this book and how it can affect your success as a social macro tracker.

In general, we have become very poor at listening to our body and the biofeedback messages it sends us on a daily basis. With regards to

hydration specifically, we often confuse being thirsty for being hungry. Why is this?

Well, to start, they are very subtle cues – especially in mild cases. Second, the symptoms of mild dehydration and mild hunger look eerily similar – headache, fatigue, lightheadedness, struggling to focus, etc. Lastly, we flat out don't have much practice identifying each on their own, let alone distinguishing between the two. We rarely let ourselves get to the point of severe dehydration or severe hunger - we eat & drink because we're bored; we eat & drink because everyone else is; we eat & drink because we want to taste something; we even eat & drink because we are planning on being hungry or thirsty soon. Practice makes perfect and the near-constant availability of food & drinks today, while a gift, is also a curse and the very thing that's prevented from having to practice.

Next time you find yourself in a social situation where food is present and you get that urge to eat, pause and ask yourself:

- “Am I truly hungry?”
- “When was the last time I ate?”
- “When was the last time I drank?”
- “Could I just be thirsty?”
- “Am I just bored/stressed/etc.?”

Before you automatically grab a plate and start loading it up, grab something to drink – water, soda water, tea, etc. – and see if you're still hungry in 15 minutes. If you're not, you just listened to your body and avoided eating when your body really was craving hydration – well done! If you are, then you also listened to your body and it was telling you it needed some calories, so grab some food – also, well done!

CHAPTER 8:

ALCOHOL & MACROS

Something I ask all of my clients when we first start working together is, “What are your non-negotiables?” What I mean by this is, what are those things they can’t, or don’t want to, live without? The things that if I said they were no longer going to be allowed to include in their diet (which nearly every diet they’ve previously tried has said), would cause them to ultimately ‘fail’ or stray from the diet (like they’ve done with nearly every diet they’ve previously tried)?

What’s the #1 answer I hear, you wonder?

Alcohol

As a nutrition coach, it is my job to put together a nutrition plan that accounts for each one of my clients’ personal preferences, lifestyle, and unique characteristics. So, like I do with all my clients, I’m not going to do the same thing you’re used to and expect a different set of results. I’m NOT going to sit here and tell you that you can’t drink alcohol. That if you want to change the way you look, you have to say goodbye to going out on the weekends with your friends. That you can no longer enjoy your glass of wine or beer at the end of a long work day.

Instead, I am going to educate you.

First, on alcohol’s effects on the body (and how it’s never going to move us closer to our body composition goals). Next, on how you can include it in your nutrition plan without sabotaging your goals. And lastly, on macro-friendly drinks for the next time you’re out.

ALCOHOL FACTS & ITS EFFECTS ON THE BODY

"Alcohol makes you fat."

No it doesn't. Being in a chronic calorie surplus for weeks or months on end makes you fat, regardless of whether those calories are coming from alcohol, chicken breast, broccoli, or brown rice. As long as you are eating in a calorie deficit or even at your maintenance-level intake, it is impossible for the inclusion of alcohol to make you fat.

Whereas protein and carbs have 4 calories per gram, and fat has 9 calories per gram, alcohol has 7 calories per gram. Because your body is used to '4's' and '9's', it gets thrown off by a '7' and senses alcohol as a toxin it needs to get rid of, immediately! I'm big on analogies and simplifying the complex, so here's an explanation on what happens in your body when you consume alcohol that checks off both:

Think of your body as a factory and within that factory, there are different workers responsible for different tasks & processes. In one corner, you have the workers responsible for building muscle. In another, you have the workers responsible for producing sex hormones. In yet another, there are workers who take care of digesting, metabolizing, and transporting the food & nutrients you consume.

It's Friday night and everything is firing at all cylinders within the factory. You go out to dinner with friends and order a beer. While you down it within minutes and instantly feel a release after a long, stressful work week, alarms sound within the factory. A toxin has entered and it's all hands on deck!

The workers who were working on building muscles abandon their duties and rush to the scene to help. Why would they care if you have big, strong muscles if this toxin takes you out?!

The workers who were responsible for producing sex hormones drop what they're doing. Sex drive?! Reproducing?! Babies?! That won't be an option if this toxin takes you out, so no need to worry about that!

The workers who were busy digesting the pizza and wings you washed down with that beer, stop what they're doing and shift their focus to eliminating the toxin too. Again, who cares about what happens to the food you just ate if you aren't even alive to see your next meal?!

Moral of the story – when you drink alcohol, your body senses it as a toxin and it's all hands on deck to metabolize & eliminate it from the body. For a period of time, all the other processes in the body, including those that are integral to reaching your goals, are put on hold. And, as if this wasn't bad enough, the food you eat around your drinking is much more likely to be stored as fat. Double whammy!

Remember the thermic effect of food (TEF) and how protein has the highest at 20-30%? Well, you may be surprised to hear that alcohol has a similar TEF at 22.5%, which means the body expends quite a bit of energy metabolizing it. However, where as protein has a high TEF and is very satiating, alcohol doesn't have the same satiating quality and studies have actually shown an increase in food intake when alcohol is consumed either before or during meals (17). The weight gain people typically blame on alcohol is rarely due to the alcohol itself, but rather the copious amounts of calorie-dense foods they eat when they have the drunchies (drunk munchies) and throw their inhibitions to the wind.

HOW TO LOG & TRACK ALCOHOL

Tracking alcoholic beverages to ensure they fit within your daily macro targets is actually a relatively simple process.

What NOT To Do:

1. Open MyFitnessPal
2. Search for the alcoholic beverage you are drinking
3. Log it
4. Enjoy! (Responsibly)

As you can see in the picture below, the MyFitnessPal listings for alcohol are rarely correct.

Nutrition Facts		Edit	
Coors Original - Beer			
Servings: 1.0 12 oz			
Calories	147	Sodium	13 mg
Total Fat	- g	Potassium	- mg
Saturated	- g	Total Carbs	12 g
Polyunsaturated	- g	Dietary Fiber	- g
Monounsaturated	- g	Sugars	- g
Trans	- g	Protein	1 g
Cholesterol	- mg		
Vitamin A	-%	Calcium	-%
Vitamin C	-%	Iron	-%

*Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

If we were to convert the listed macros to calories for this 'Coors Original – Beer', it would look like this:

0g fat x 9 cal/g = 0 calories
 12g carbs x 4 cal/g = 48 calories
 1g pro x 4 cal/g = 4 calories
 TOTAL = 52 calories
 ACTUAL = 147 calories
 DIFFERENCE = -95 calories

If you were to log your Coors beer this way, you'd be consuming the same number of calories, but incorrectly accounting for the beer within your daily macro targets. It would appear that you have more macros left for the day than you really should, so when you reach your targets at the end of the day, you will actually be well over your macro & calorie goals.

What NOT To Do:

1. Note the calorie content of the alcoholic beverage you are drinking
2. Convert those calories to
 A) Carbohydrates, B) Fats, or C) Carbs & Fats
3. Create a manual listing within MFP for the alcoholic beverage
4. Log it
5. Enjoy! (Responsibly)

Tracking Alcohol

101

Option #1 Convert to Carbs

- 1 Google "Alcohol (Vodka) Calories"
- 2 Convert calories to carbs by dividing by 4
- 3 Create manual listing in MyFitnessPal



- 1 "Vodka Calories"
- 2 $64\text{kcal} / 4 = 16\text{g carbs}$
- 3 "Vodka (Carbs): 64kcal, 16g carbs"

Option #2 Convert to Fat

- 1 Google "Alcohol (Vodka) Calories"
- 2 Convert calories to fat by dividing by 9
- 3 Create manual listing in MyFitnessPal



- 1 "Vodka Calories"
- 2 $64\text{kcal} / 9 = 7.1\text{g fat}$
- 3 "Vodka (Fat): 64kcal, 7.1g fat"

Option #3 Convert to Carbs + Fat

- 1 Google "Alcohol (Vodka) Calories"
- 2 Convert some calories to carbs (/4) and some to fat (/9)
- 3 Create manual listing in MyFitnessPal



- 1 "Vodka Calories"
- 2 $32\text{kcal} / 4 = 8\text{g carbs}$
 $32\text{kcal} / 9 = 3.5\text{g fat}$
- 3 "Vodka (Carbs + Fat): 64kcal, 8g carbs, 3.5g fat"

You likely have a few questions:

1. “Why should I only convert the alcohol calories to carbs, fats, or a combination of the two? Why isn’t protein an option?”

In full transparency, when I track my own alcoholic beverages, I ALWAYS convert them to carbohydrates and I do so for a few reasons.

First, I don’t know what your specific macros are, but I am going to guess that out of the three, carbs are what you have the most of. This is absolutely the case with mine, so I want to pull from the biggest pot. Second, as I covered before, fat and protein are essential macronutrients, while carbs are not. I don’t want to take up all my fat from alcohol or my body won’t have actual dietary fat to do the things I highlighted back in Chapter 4. With regards to why I NEVER use a protein conversion, I resistance train 4-5x per week and building muscle is a major goal of mine. If I track my alcoholic beverages using my protein macros, I won’t be providing my body with the necessary building material and can effectively kiss my gains goodbye!

2. “How do I know which macro conversion is the right one for me?”

Now, just because I exclusively use my carbohydrate macros when I drink doesn’t mean you have to. The conversion you choose to use is going to be dependent on your individual preference and macro numbers.

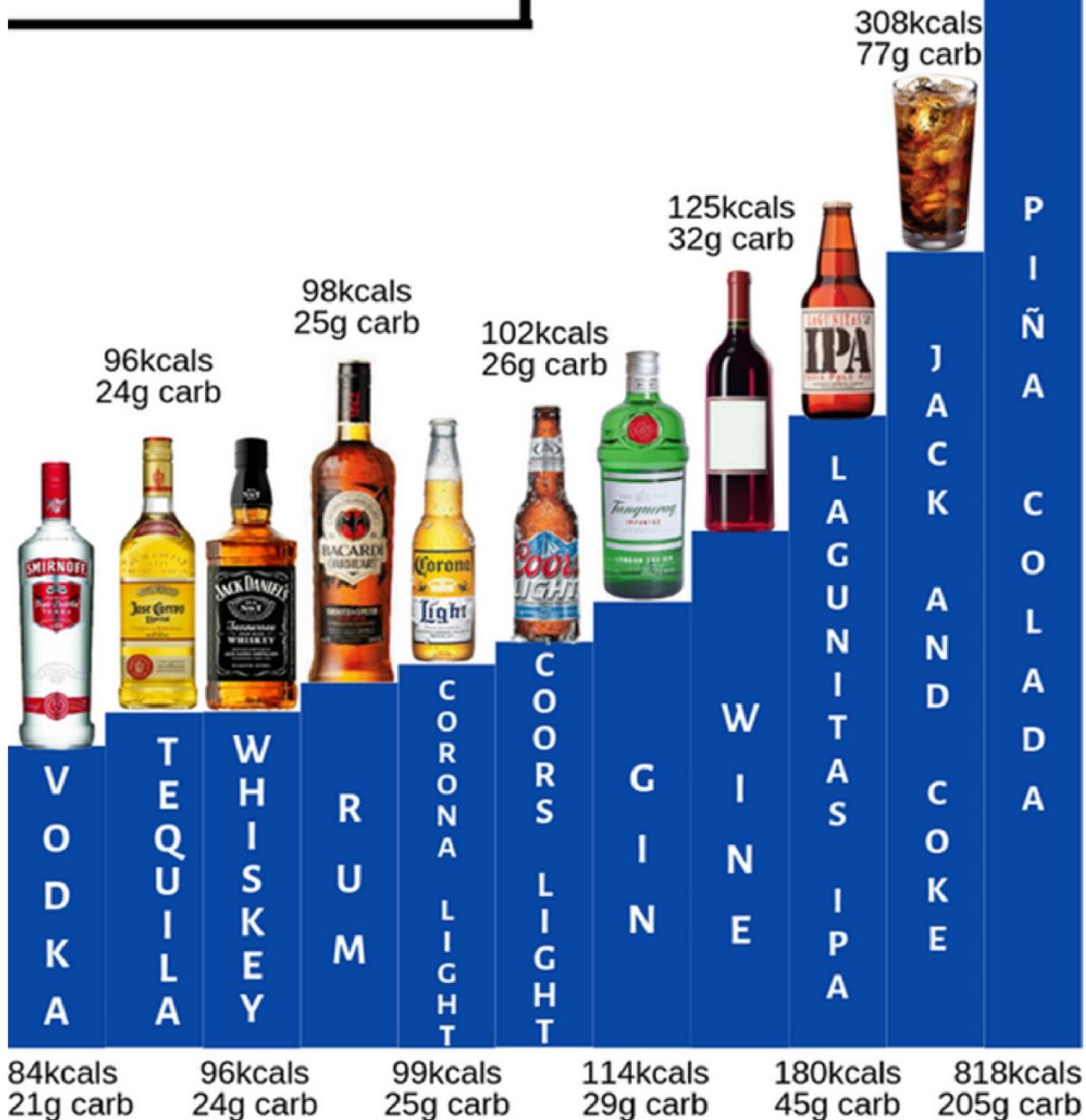
If your fat intake is already low, then you probably need to default to using the carbohydrate conversion. On the flipside, if your carbohydrate intake is already low, you may need to default to using the fat conversion. Or, maybe you’re someone who has a fair amount of both fats and carbs, and you don’t like the idea of completely draining one during your drinking shenanigans. You’d be a good candidate for using the carb & fat conversion.

If and when you do choose to drink, there are drinks that are more macro-friendly than others that will allow you to get more bang for your macro buck. To start, you'll want to avoid high-calorie and high-sugar drinks, such as margaritas, Long Island Iced Tea, Daiquiris, Heavy Beers, White Russians, and Piña Coladas. If you are having mixed drinks or need a chaser, you'll want to turn to water, club soda, diet tonic water (yes, regular tonic water has calories), diet soda, or Crystal Light packets. While a piña colada may be delicious, at a whopping 205g of carbs each, I'd rather have a few tequila sodas, rum & cokes, or IPA's.

Minimize the Damage

Alcohol Cheat Sheet

Choose Your Drinks Wisely



CHAPTER 9:

SOCIAL MACRO TRACKING

I'm a firm believer that in all aspects of life, education drives compliance. With nutrition specifically, this means the more you know and understand the 'why' behind your nutrition plan, the more likely it is that you'll buy in and adhere to the plan. This is the very reason why up to this point, the focus of this book has been exclusively about presenting you with information. If I want you to have any shot at creating lasting impact for you, I need to educate you first!

However, just like I believe education drives compliance, I also believe that without application, information is useless. You could have all the information in the world, but what good will it do if don't know how to put it to use?

So far...

- *You've learned why energy balance and calories need to be the King of any sound nutrition plan.*
- *We've covered the three macronutrients and why you should care about them.*
- *We've discussed flexible dieting and why it's important to eliminate the dichotomous way of thinking of food..*
- *You now know the role sleep and hydration can play within a nutritional protocol.*
- *You understand how to account for alcohol within your macros*

It's now time to talk about how you can apply and use this information to your advantage in the 'real world'. How you can use the skills and knowledge you possess to stick to your macros while living a 'normal' life. How you can eliminate the anxiety and guilt you're used to feeling after a meal and drinks out. How you can become the best social macro tracker out there.

While there are an infinite variety of social situations in which your macro tracking skills will be put to the test, I'm going to cover the four types I see come up most frequently:

- 1. Eating out at a restaurant***
- 2. Having a meal at a friend's house***
- 3. Attending a potluck style get-together***
- 4. Celebratory meals***

SCENARIO 1: EATING OUT AT A RESTAURANT

With dining out options continuing to expand, our lives being busier than ever, and the social benefits associated with doing so, eating out at a restaurant is something most people don't want to avoid. In fact, 60% of United States adults report eating dinner at a restaurant at least once per week (18).

I am one of those 60% of U.S. adults and as a nutrition coach, I don't hide it. I regularly post pictures to my social media accounts of me eating out, sometimes even from a fast food restaurant, because I want people to see it IS possible! That I'm not just giving advice I don't embody myself.

However, inevitably, I receive push back from people:

“How can you promote eating out to your followers?!”

“All fast food restaurants are unhealthy!”

“If you want to help people get healthy, they need to eliminate all fast food, alcohol, and ‘junk food’ from their diet!”

While I won't argue that fast food or meals at a restaurant are going to be the healthiest food options, they shouldn't be seen as the devil many people make them out to be. And, while they may not be the healthiest option, sometimes they are the ONLY option and then what? If you're someone that buys into the good vs. bad food debate, you have two options – 1) Don't eat, because if you do you'll be 'cheating' on your diet, or 2) Eat, and ride the guilt roller coaster after, because you did something 'wrong'.

Restaurants and your occasional need to eat at them aren't going anywhere, so it's in our best interest to know how to have these meals work WITH us and our goals, instead of AGAINST.

With that being said, let's get to it!

There are times tracking your macros from a restaurant is going to be incredibly easy and there are times tracking your macros from a restaurant will be more of a challenge. Notice I said it'll be a 'challenge', not 'impossible'. Many people struggle with tracking their macros from restaurants, because as soon as they are unsure of how to track the meal they are eating, they get frustrated and give up. However, the fact of the matter is there is never a time where tracking your macros is impossible. You can always find something to log and while it may end up being less than perfect or accurate, getting it 50% right is a hell of a lot better than throwing in the towel and getting it 0% right.

***When tracking your macros at a restaurant is easy =
the restaurant you're eating at provides nutrition facts.***

Step 1: Do an internet search to see if the restaurant has nutrition facts listed on their website.

- Internet search: "Restaurant Name (Chevy's Fresh Mex) Nutrition Facts"

Step 2: They do! You are able to see the macronutrient breakdown of every menu item listed, so you can order something that will fit well within your remaining macros for the day.

Step 3: Go back and forth between the menu and the listed nutrition facts to decide what you want to eat. Once you make a decision on what you are going to order, search in MyFitnessPal (MFP) to see if it exists in the database.

- MFP search: "Chevy's Fresh Mex Chicken Fajitas"

Step 4: If you are able to find a listing(s) for it, confirm that the nutrition information associated with it matches what is listed on the restaurant's website.

- This is NOT always the case. Check, double check, and triple check!

Step 5a: If they are correct, log it and your work is done!

Step 5b: If they are incorrect, create a manual entry for your food, enter the correct nutrition information based on what's listed on the restaurant's website, and your work is done!

Step 6: Enjoy your meal!

Simple enough, right?! Within a matter of minutes and the click of a few buttons, you're enjoying a meal out with the piece of mind that you aren't sabotaging your goals.

When tracking your macros at a restaurant is more challenging = the restaurant you're eating at does NOT provide nutrition facts.

Step 1: Do an internet search to see if the restaurant has nutrition facts listed on their website.

- Internet search: "Restaurant Name (La Piñata) Nutrition Facts"

Step 2: They don't...the Mexican restaurant you're eating at is a Mom & Pop kind of place that hardly has a website. You're left in the dark as far as what the macronutrient breakdown of their menu items are and thus, are unsure what is the best thing to order to fit your remaining macros for the day.

- This is where most people get frustrated, say, "F it!", and order without nutrition in mind, because if they don't know how to track it, why bother?! Might as well go off the rails!

Step 3: Repeat step 1 in the process, but search for a chain restaurant in the same food category and locate their nutrition facts.

- Mom & Pop burger joint --> Internet search: "The Counter Burger Nutrition Facts"
- Mom & Pop Mexican restaurant --> Internet search: "Chevy's Fresh Mex Nutrition Facts"
- Mom & Pop Chinese restaurant --> Internet search: "Panda Express Nutrition Facts"

Step 4: Scour the chain restaurant's nutrition facts and pick out a few menu items that would fit well within your macros for the rest of the day. Once you have them identified, see if the Mom & Pop restaurant where you're eating has a similar menu item you can order.

- Chevy's Fresh Mex Chicken Fajitas = La Piñata Chicken Fajitas

Step 5: Once you decide what you are going to order, search in MFP to see if it exists in the database.

- MFP search: “Chevy’s Fresh Mex Chicken Fajitas”

Step 6: If you are able to find a listing for your food, confirm that the nutrition information associated with it matches what is listed on the restaurant’s website

- This is NOT always the case. Check, double check, and triple check!

Step 7a: If they are correct, log it and your work is done!

Step 7b: If they are incorrect, create a manual entry for your food, enter the correct nutrition information based on what’s listed on the restaurant’s website, and your work is done!

Step 8: Enjoy your meal!

Let me try my hand at this whole assuming thing, again:

“But Mike, the nutrition facts for Chevy’s Fresh Mex’s chicken fajitas aren’t going to be the same as the nutrition facts for La Piñata’s chicken fajitas. It’s going to mess up my macros!”

Are you sitting down? Okay great, because I am about to deliver a cold, hard truth to you:

Even if the restaurant provides nutrition facts and you log it exactly as they have them, it’s NOT GOING TO BE PERFECT!

Joe is going to make your order of chicken fajitas with an extra few pieces of chicken than Sally. Sally is going to sauté your onions and peppers with a bit more olive oil than Billy. And Billy is going to load your plate with more chicken and oil than both Joe and Sally. My point is, while each menu item is theoretically prepared the same and should

have the same nutritional value, chefs are not robots and each one is going to prepare them in a slightly different manner.

You will drive yourself crazy if you stress about this, so here's a rule I use for myself and my clients to help counteract that anxiety.

If you take the time and effort to go through the steps I laid out above, as soon as you log your meal, accept it as 100% accurate. Quit thinking about it; don't doubt it; put your phone & MFP away; and enjoy your meal.

Remember, we are after SUSTAINABILITY within your nutrition plan and an approach that keeps you healthy, happy, and sane.

With this being the case, embracing the 80/20 principle – meaning 80% of the time you are sticking to your nutrition plan and eating nutrient-dense foods; 20% of the time you are deviating from it and including some 'fun food' – is going to be paramount whenever you eat a meal away from your house. If you do, I can assure you the steps I just laid out will get you at least 80% accurate, if not much higher.

SCENARIO 2: MEAL AT A FRIEND'S HOUSE & FULL DAY OF EATING AVATAR

"Failing to plan is planning to fail."

This is a mantra that is thrown around by coaches across all industries and while it may sound corny, it's incredibly true. Think about the times in your life when you've had the most success accomplishing a goal or a task – be it doing well on an exam, making a sports team, or building something. You likely had some plan in place that ultimately led you to that success.

It's no different with tracking macros. You're more likely to hit your macro targets at the end of the day when you go into the day with some

sort of structure and plan. This is especially important on days when you have an evening event or special dinner planned. There's nothing worse than planning on eating something at the end of the day, only to get there and realize that handful of chips you grabbed at lunch or opting for oatmeal at breakfast instead of eggs has made it so you don't have enough carbs, fats, or protein left to allow for it.

So, let's cover not just how to log a meal at a friend's house, but also how to approach you're eating the rest of the day to account for it ahead of time.

It's Sunday night and your co-worker Josh texts you: "Hey man, a couple of guys from the office are coming to my place for pizza and wings, and to watch the Monday Night Football game, tomorrow. You should come!" You respond that you'd love to and ask if you can help with the food in any way (you're a wise macro tracker, so while you do want to help, you're really asking to find out where the pizza and wings will be from so you can log them). He says he's got it taken care of and will be getting take out from Domino's.

It's time to set off on your planning.

Step 1: The MNF get-together is your food focal point the next day, so that's where you start. You do an internet search and find that Domino's has their nutrition facts listed on their website. Estimating how much you will eat and drink, you log two pieces of pizza, four buffalo wings, and two beers (you don't know what they'll have on hand, but knowing beer is generally high-carb, you plan to stop at the store and bring a case of Coors Light – a very macro-friendly option).

- Macros for this meal: 29F/33P/113C

Step 2: Next, you log your post-workout shake, as you know you'll be getting a quick work out in between work and the game.

- Macros for this meal: 1.5F/24P/3C

Step 3: Breakfast – Knowing that a major chunk of your fat and carb macros are being drained with the pizza, wings, and beer, you make sure to keep fats low and carbs moderate. A veggie & egg white omelet, English muffin, and coffee (with cream) is what you decide on.

- Macros for this meal: 6.1F/33P/36.7C

Step 4: Because you eat breakfast at 6:30am, it's rare that you make it to lunch without needing to eat something. You log a high-protein, low-fat, and low-carb snack of non-fat Greek yogurt with sugar free maple syrup & powdered peanut butter.

- Macros for this meal: 1.5F/26P/18C

Step 5: You always get hungry in between lunch and your workout, so you log a protein bar for a snack.

- Macros for this meal: 7F/20P/22C

Step 6: The only meal left to figure out is lunch and looking in MFP, you see you have 20 grams of fat, 49.5 grams of protein, and 67 grams of carbs remaining. You meal prep every Sunday, so you have pre-cooked chicken breast in the fridge you whipped up earlier that day. You also have some microwavable cups of rice and steam in the bag veggies, which thrown in a bowl with some avocado (for added fat), would get you perfectly to your macro targets.

- Macros for this meal: 20F/48.5P/66C

FULL DAY OF EATING AVATAR

MONDAY NIGHT FOOTBALL: PIZZA & WINGS

MACROS: 2365KCAL - 65F/185P/260C

Breakfast Carbs 36.7g · Fat 6.1g · Protein 33g	353	Snack 1 Carbs 18g · Fat 1.5g · Protein 26g	177
egg whites Lucerne Farms 100% Egg Whites, 15 tablespoon	125	0% Greek Non-fat Yogurt Plain Chobani, 8 ounce	120
Spinach Vegetables, 3 cups	30	Chocolate Pb Fit, 2 tablespoon	50
Tomato Roma, 2 oz	11	Sugar Free Syrup Maple Grove Farms, 0.1 cup	8
Onion Yellow, 1.5 ounce	17	Snack 2 Carbs 22g · Fat 7g · Protein 20g	210
Thomas Original English Muffin, 57 grams	120	Birthday Cake Protein Bar ONE, 1 bar	210
Heavy Whipping Cream Lucerne Dairy Farms, 1 tbsp (15mL)	50	Post-Workout Meal Carbs 3g · Fat 1.5g · Protein 24g	120
Post-Workout Meal Carbs 3g · Fat 1.5g · Protein 24g	120	Protein powder ON protein powder, 1 scoop	120
Dinner Carbs 113g · Fat 29g · Protein 33g	864	Lunch Carbs 66g · Fat 20g · Protein 48.5g	620
Pacific Veggie, Medium, Hand Tossed Dominos, 2 slice (1/8 pizza) (110 g)	460	Chicken Breast Eating Right, 6 oz	195
Wings Dominos, 4 Wings	200	Steam'ables Spring Vegetables with Asparag... Picsweet Farms, 290.5 gram	105
Light beer Coors light, 24 oz	204	Instant White Rice Kroger, 0.5 cup	160
		Avocado Avocado, 100 grams	160

TOTALS: 2357KCAL - 65F/184P/259C

You go to bed Monday night having hit your macros perfectly, eaten some delicious and nutritious meals along the way, and enjoyed pizza, wings, beers, and football with the fellas. Best part about it all? You can sleep well with ZERO guilt or worry that you 'cheated' on your diet or sabotaged your goals while doing so.

SCENARIO 3: POTLUCK STYLE GET-TOGETHER & FULL DAY OF EATING AVATAR

Out of all the conversations I've had with clients, this is the type of social situation that people seem to have the most confusion, anxiety, and difficulty navigating within the macro tracking world. And for good reason! You can't look at a menu beforehand to plan what you are going to eat; nobody brings nutrition facts to the party along with their dish; and half the time you don't even know what you're eating!

Because this scenario presents unique challenges, it requires a unique approach to your macro tracking for the day.

Step 1: You wake up and remember you have a potluck dinner at the neighbors' house that evening, so you start your food planning for the day. You don't know the dishes everyone will be bringing or their respective nutrition facts, but you do know a few things:

- Your macros for the day: 2365kcal – 65F/185P/260C
- The type of food that is typically available at these kind of get-togethers: high-carb, high-fat, moderate-to-low protein

Step 2: With this information, you put a general plan around how many drinks you plan on having and what type, and you log them. You also estimate how much food you plan on eating and create a buffer within your daily numbers.

- Two vodka sodas (1.5oz vodka, per)
 - Macros: 0F/0P/48C

- With how much you plan on eating at the party, you decide 25F/40P/75C should be a safe estimate
 - Macros: 25F/40P/75C

Step 3: Now that you have your potluck event accounted for from a macro perspective, it's time to build out the rest of your day. You start with your post-workout shake, since you have it after every workout.

- Macros: 1.5F/24P/3C

Step 4: Inevitably, you're going to need some kind of snack between breakfast and lunch, so you make sure to log that next. You pack two, single serving beef jerky packets, an almond butter packet (that you'll have half of), and a few celery stalks.

- Macros: 11F/31P/29C

Step 5: You'll need something to get you through your workout and you know your office has Clif Builder Bars, so you plan on snagging one of those on your way out the door.

- Macros: 9F/20P/30C

Step 6: All you're left with now is lunch and 8 grams of fat, 31 grams of protein, and 39 grams of carbs. You went to your brother's house to watch football all day yesterday, so you didn't have a chance to do your regular meal prep. With this being the case, you decide you'll walk to Chipotle at lunch and get a burrito bowl. You hop online, use Chipotle's nutrition calculator, and customize a bowl that fits your numbers, perfectly.

- Macros: 6F/22P/11C

FULL DAY OF EATING AVATAR

POTLUCK STYLE GET-TOGETHER

MACROS: 2365KCAL - 65F/185P/260C

Breakfast Carbs 63.4g · Fat 11.3g · Protein 49.2g	504		
0% Greek Non-fat Yogurt Plain Chobani, 8 ounce	120	Snack 1 Carbs 29g · Fat 11g · Protein 31g	298
Sugar Free Syrup Maple Grove Farms, 0.1 cup	8	Beef Jerky (Pouches) Pacific Gold, 2.5 OZ	180
Brown Grade Aa Large Eggs Open Nature, 2 Egg	140	Classic Almond Butter - Packet Justin's, 0.5 packet (32g)	95
Bagel Thins Bagel Thins Original, 1 bagel	90	Celery Celery, 4.5 oz (85g)	22
Milk - Non Fat Lucerne, 8 oz. (1 cup /240 ml)	90	Snack 2 Carbs 30g · Fat 9g · Protein 20g	270
Raw g Blueberries, 3.5 ounce	57	Mint Builders Bar Clif, 1 bar (68g)	270
Post-Workout Meal Carbs 3g · Fat 1.5g · Protein 24g	120	Lunch Carbs 11g · Fat 6g · Protein 22g	200
Protein powder ON protein powder, 1 scoop	120	Burrito Bowl (Steak, Salsa, Veggies, Lettuce) Chipotle, 1 bowl	200
Dinner Carbs 123g · Fat 25g · Protein 40g	877		
Vodka Vodka, 3 oz	192		
Quick Add 75 g carbs, 40 g protein, 25 g fat	685		

POTLUCK BUFFER

TOTALS: 2357KCAL - 64F/186P/259C

You look at your MFP diary and it shows that you are one gram under on fat and carbs, and one gram over on protein, which means you are planning to have a perfect macro day! And the best part? Because you already have your nutrition mapped out for the entire day, you have that perfect plan in place to follow and don't have to have any guilt or worry that you are 'cheating' on your diet or sabotaging your goals.

SCENARIO 4: CELEBRATORY MEAL

It's Friday morning and you get a call from your mother: "Don't forget we have Cousin Jimmy's graduation this evening and we're all going out to dinner after."

Panic sets in...

You love your family and you want to spend time with them, but you also don't want to stray from hitting your macros and know a meal out will make that more challenging. Wanting to plan ahead as much as possible, you ask your mother the best question possible: "Great! Do you know what restaurant we're going to?" She tells you the name of the Italian restaurant where dinner will be and you hang up.

While I could cover the best way to account for your dinner that evening and provide you with another full day of eating avatar, I'm not going to. If you are looking for that direction, re-read 'Scenario 1' and rinse & repeat.

Instead, I want to talk to you about the concept of a Replacement Meals and Celebratory Meals.

Replacement Meal: A meal you are eating at a restaurant to replace an otherwise 'normal' meal.

- You are eating lunch at Chick-Fil-A, because you didn't have time to pack one before leaving the house this morning and need food.

***Celebratory Meal:** A meal you are eating at a restaurant to celebrate a special event – anniversary, graduation, birthday, etc. The reason for the meal is the people and/or the occasion.*

- You are eating lunch at Chick-Fil-A, because you didn't have time to pack one before leaving the house this morning and need food.

This is an important distinction to make and a question I ask myself every time I am eating a meal at a restaurant. Why? Because the answer is going to largely determine how I choose to approach the meal from a tracking and macros perspective, and frankly, if I even choose to track the meal at all.

****Yes, you read that correctly. I am a macro nutrition coach that doesn't track every single meal and I don't want you to, either.***

While it's important to consistently stick to the plan and track your macros to achieve the results you are after, I believe that it is equally as important to be able to step away from the numbers for one meal or one day, and not freak out. Depending on your goals, the timeline on which you are trying to achieve them, and your consistency with hitting your macros, you can determine how much wiggle room you allow yourself with sticking to the plan.

If you are trying to get bikini ready for your vacation in four weeks, hitting your macros should be a non-negotiable --> **Track Cousin Jimmy's graduation dinner and stay on point.**

If there really is no deadline for your goal and you're just looking to lose weight, build healthy habits, and enjoy life at the same time, I would recommend giving yourself some leeway --> **Don't track Cousin Jimmy's graduation dinner.**

Put your phone away, don't think about MFP, live in the moment, and enjoy the time with your loved ones. Don't eat like an asshole and order the least healthy thing on the menu, but it's one meal and just like hitting your macros perfectly during it wouldn't instantly bring you to your goal, neither will not hitting them perfectly.

MEMORIES > MACROS

CHAPTER 10:

HOLIDAY SURVIVAL GUIDE

Did you know that weight gained during the holiday season accounts for 51% of the annual weight gain?! (19)

Talk about a pretty remarkable and eye-opening statistic, and one that likely hits close to home for you. Let's keep this assumption train rolling right along by taking a stab at describing how your holiday seasons have gone in the past:

- 1. You tell yourself, "This is going to be the year I don't gain weight around the holidays! Enough is enough!"*
- 2. Your motivation is at an all time high and you pick one of the dozens of fad diets you've heard about at work or in the magazines. You don't care that it's incredibly restrictive and says you have to give up carbs & alcohol (both of which you love) – you're willing to do anything to make this holiday season different.*
- 3. The first 2-3 weeks of your new diet are manageable, but week 4 brings the sweet, holiday treats in the office – cookies, brownies, toffee, etc. All things that are NOT allowed on your diet.*
- 4. Because you've been so good for 2-3 weeks, you tell yourself you deserve a little treat and you grab a cookie as you pass the break room. A little while later, you grab another...and another...and another. Before you know it, you've put down a handful of toffee and half a dozen cookies.*
- 5. You immediately feel guilty and like a failure, and mentally beat yourself up.*

6. The next day you have a holiday party to attend that'll be full of good food and copious amounts of alcohol, and because of your recent office binge episode, you say, "What's the point? I already failed! I'll get back on track in January, once the holidays are over. It'll be easier then."

7. You embrace the 'last hoorah' mindset and end up putting on the same 5-10lbs you seem to every year.

8. January 1st comes. You're now heavier and unhappier, so you choose a new, even more restrictive, fad diet for your New Year's weight loss resolution.

9. You lose some weight and are excited initially, but like all the diets you've tried in the past, it's ultimately unsustainable and you give up on it before Valentine's day.

10. You post-diet binge after being restricted for so long (like most people do) and you gain back all the weight you lost, and then some.

How'd I do?!

First, let's get something straight here. If you're banking on how you eat between Thanksgiving and New Year's to make or break your goals, you're screwed. You need to spend more effort focusing on how you eat between New Year's and Thanksgiving, and if you do, what you'll find you can afford much more wiggle room with your nutrition during the holidays. The consistent person can have a few off days and not see any negative changes, while these same type of days will hit the inconsistent person much harder.

With that being said, I get it and am faced with the same craziness of the holiday season that you are! Traveling, weekly holiday parties, family get-togethers, kids on holiday break from school – your schedule is nuts and your routine is thrown completely out of whack. For most people, it's hard enough sticking to a diet when all things are 'normal'!

On top of the challenges from a lifestyle perspective, what's the focal point of all social gatherings this time of year? FOOD AND DRINKS! And, while I've never been to one of the holiday parties you go to, mine don't involve veggie platters, chicken breast, and lemon water, but rather copious amounts of pies, cookies, brownies, hors d'oeuvres, and alcohol.

With all this being said, I'd like to help make the next holiday season different for you. To help you keep the weight off (possibly even lose weight), while finding balance within your life and enjoying good food with your loved ones.

Instead of saying, "Screw it! There's no way I can stick to my nutrition and exercise plan with all this madness going on – I'll start back up in January," this is a time you should lean into your diet. When every other aspect of life may seem out of your routine and control during the holidays, find solace and stability in your nutrition & exercise plan. Here are 15 tips to break the cycle and avoid the dreaded holiday weight gain.

1. Remember the benefits of tracking your macros.

As I pointed out, above, this isn't the time of year where a traditional diet that restricts you from all carbs, sugar, alcohol, and the foods you enjoy is going to be advantageous. You are an incredibly wise person and track your macros, so I want you to remember the freedoms this provides you that other diets don't!

No foods are off limits – Use this to your advantage during the holidays. No more anxiety or guilt when Grandma Jean asks if you'd like a slice of her famous apple pie or when Cynthia brings

in her world famous, peppermint fudge to the office. Log it, have some, and enjoy!

You can structure your week however you'd like – Have a work party on Friday night? Great – sounds like you need to adjust your weekly numbers to make sure Friday's macro targets are higher and allow for more eating/drinking, flexibility, and fun. Christmas falls on a Tuesday this year? Looks like you should make Tuesday, maybe also Monday if you have Christmas Eve plans, a higher day.

2. Fill up on nutrient-dense, whole foods prior to going to any holiday party or get-together.

Have you ever gone grocery shopping when you were hungry? I bet you got to your car and realized you bought everything you laid your eyes on. Ever done it while thirsty? I bet you left the store with enough water and beverages to get you through a natural disaster.

My point is, go to a party hungry – a party that will have nothing but delicious sweets and calorie-dense food options – and the temptation to over-indulge will be stronger than ever. Cover your bases early in the day by getting in your micronutrients and protein, and leave some wiggle room at the party to have a few drinks and treats.

3. Manage (notice I didn't say 'eliminate') your alcohol intake.

It's perfectly fine to have a drink, heck, even a few, when you're at a holiday party, but give yourself a limit before getting there and stick to it! There's nothing wrong with having 1-3 drinks and then switching to non-alcoholic beverages from there on out. Don't want to be that person at the party who doesn't have a drink in their hand at the end of the night? Fine – alternate every alcoholic beverage with a bottle of water. This way you're staying hydrated

and spacing your drinks out, instead of reaching your limit in the first hour.

“But my friends are huge partiers and would never let me only have 1-3 drinks!”

First off, if they're really your friends, they should be just fine with whatever you choose to do, especially if it your motivation is improving your health. Second, drive to the party. The easiest excuse when someone asks, “Hey, why aren't you drinking?”, or, “Come take another shot with us!”, is, “Sorry, I can't – I'm driving!” Lastly, when you are choosing your alcoholic beverages, opt for hard liquor over beer or wine, and go with no/low-calorie chasers & mixers. Diet soda, diet tonic, Crystal Light powder, and soda water are my go-to's.

4. Don't skip the gym/your exercise.

It is incredibly easy to use the, “I don't have time,” excuse during the holidays and on some level, you may be right. You likely are busier during the holidays and don't have time...for your usual 1-2 hour gym trip, that is. But, do you have time for a 30-45 minute workout, a 15 minute at home workout, or to take your dog on a walk? Damn right you do – KEEP MOVING! The longer you stay away from the gym and your normal exercise routine, the harder it will be to get back to it once the holidays are over.

Whether we gain weight, lose weight, or maintain our weight, it is all determined by Energy Balance or ‘Calories In vs. Calories Out’.

- Consume more calories than you are burning --> caloric surplus = weight gain
- Consume fewer calories than you are burning --> caloric deficit = weight loss
- Consume the same number of calories as you are burning --> maintenance = weight stays the same

If you know the holidays are typically a time where your 'calories in' are higher than normal, it's in your best interest to make sure your 'calories out' are also higher, too.

5. Pre-track your macros as much as you can.

If you know you are going to your Aunt's house to bake and decorate holiday cookies one night, pre-track a couple cookies in MFP when you wake up, that way you know how many macros you have left to eat the rest of the day. If you know you have your company's holiday party another night, pre-track a few drinks in MFP, so you know how many macros you have left to eat the rest of the day.

Both these instances are going to be high-carb and high-fat, so you'll want to stick to low-carb/low-fat/high-protein, nutrient-dense food sources the rest of the day. Don't leave it up to chance! There is nothing worse than mentally planning on having a few cookies or drinks at the end of the day, only to get there and realize you don't have the macros left for them.

6. Most holiday parties are potluck style. Use this to your advantage and bring your own, macro-friendly dish.

Nobody has to know that you brought your specific dish simply because it fits your macros. Bring something that YOU enjoy eating, that fits well within YOUR macros, and then stick to loading up on mainly YOUR dish while you're there. If you're a social butterfly and like hosting, you can take this one step further and volunteer to have the party at your house. This way you control the food and drink options and can choose to serve whatever fits your macros, and again, no one will be the wiser.

7. Get a great night's sleep (>7+ hrs) the night before you know you're having a big, holiday meal.

Remember the section on sleep and how it effects your hunger hormones & appetite? If you don't or you happened to skip that section, go back and read it. It's going to be in your best interest to get >7+ hours of sleep the night(s) leading up to a holiday get-together, because if you don't, you can bet your bottom dollar you're going to find yourself with a ravenous appetite for all those carb and fat-laden treats that are already hard enough to say no to.

8. Practice time-restricted feeding.

Skip breakfast and hold off on having your first meal as late in the day as you can. This is going to bank the calories and macros you would have normally eaten during that time for later in the day. It'll allow you to worry even less about the 'damage' your food consumption will be doing to your progress and goals.

9. Meal structure – protein and veggies, first.

Front load your holiday meals with veggies and protein. Veggies are going to provide a lot more volume to your meal, with very little caloric and macro impact. On top of that, veggies have fiber, which makes you full, so the combination of volume and fiber will leave you feeling satiated. Add protein to the mix, another very satiating macronutrient, and you're going to be full before you know it and less prone to over-eating.

10. Be aware of when you're satisfied.

Ask yourself with everything you are about to eat:

- “Is it really worth it to have more of this?”
- “Have I had enough?”
- “Am I satisfied?”

Don't restrict yourself and then turn it into a binge, eating simply for the sake of eating. Allow yourself the freedom to have a taste of everything, but before going back for seconds, make sure you truly are hungry for them.

11. Know what kind of eater you are.

Some people are the type where they can load up their plate, eat until they are satisfied, and then stop – leaving food remaining on their plate. Others (me) are the type who have to finish everything on their plate – whether it's their own decision or Mom's/Grandma's rule. If you're the latter, make sure you are mindful of how much you are putting on your plate. Put a little bit of everything, check off that you got to try everything, and move on.

12. Drink, drink, drink.

No, I don't mean booze! Think water, diet soda, and seltzer water. These options are calorie-free and by filling up on them prior to and during your meal, they will serve as appetite suppressants.

13. Use a small plate.

As a culture, we tend to want to fill up our entire plate with food, as if it's a requirement. By using a smaller plate you can still do so, but will inherently end up consuming less food.

14. Slow down.

“In 5 years, will I regret not having Grandma's famous pumpkin pie (insert other food item), because I was fearful of it throwing off my macros?”

“In 5 years, will eating three pieces of dessert ONE DAY of the year effect my life's future?”

They may sound like silly questions, but think about it and don't regret saying no to family-treasured recipes, simply because you were afraid it was going to sabotage your goals. You have your ENTIRE LIFE to continue to strive to feel and look the best you can. You know what you don't have?! Time to allow a fear of food to ruin precious time with the ones you LOVE!!

By following these tips, next holiday season will be different than the previous. You will NOT sabotage your progress, nor suffer any guilt along the way. Choose wisely, keep moderation in mind, and go to bed happy knowing you didn't eat until you were stuffed, and that you're still headed in the right direction toward your goals.

Let's say things don't go as planned. You try to stick to your plan during a holiday get-together, but it just doesn't happen. We're all human and it happens! What should you do the day(s) after? Get right back on track with your normal macro targets and plan. Don't punish yourself by eating less. Don't punish yourself by exercising more (however, the extra calories and carbs WILL make for a damn good workout, so take advantage of it!). Most importantly, don't let a holiDAY spiral into holiDAYS, a holiWEEK, or a holiMONTH.

A final, friendly reminder – this isn't the last time you're ever going to be able to enjoy the holiday foods you're accustomed to, so you don't need to treat it as such. The beauty of tracking your macros and flexible dieting is you have freedom & flexibility in what you can eat, so there's no need to try and fit everything into one meal or day. Want pumpkin pie the week after Thanksgiving? Go get yourself some! You aren't swearing it off forever – remember, we don't believe in strict meal plans.

Enjoy your time with your loved ones! When we are old and looking back on life, we are going to remember the memories made, not whether we hit our macros or not. Things can change in a flash so appreciate the time spent with those that matter most and minimize the time spent on your phone (and MFP) for a day. Grab the bull by the horns, take control of your decisions & actions, have a plan, and remember, you have the power!

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MACROS CHEAT SHEET

NUTRITIONAL GUIDE



POP

Peak Optimization Performance



MACROS CHEAT SHEET

Prior to owning my own nutrition coaching business, I was a CrossFit coach, collegiate Strength & Conditioning Coach, and a personal trainer. Because of this, it's very challenging for me to bite my tongue when I'm working out and witness someone lifting with outrageously bad form. The helper in me wants to instruct them on the proper way to perform the exercise, to keep them safe and get better results.

It's no different when I'm eating at a restaurant and hear a noticeably overweight person order a salad. This may be the first time my assumptions get the best of me and they could entirely just love salads, but most of the time I assume they are ordering the salad because they are conscious of their nutrition and think the salad is the healthiest option. It takes everything for me to not tap them on the shoulder, explain the concept of energy balance, and break the news that the hamburger I ordered is actually a better, waist-friendly option than their salad.

Honestly, I used to be that person. If I went out for a meal, 9/10 times I ordered the salad while everyone else with me ordered pizza, a hamburger, or other seemingly unhealthier dish (what I really wanted to order). It wasn't until I started tracking macros that my eyes were opened and my restaurant eating life forever changed. I'm here to pay it forward and open your eyes!

I've put together macro cheat sheets for 30 popular chain restaurants. I scoured each restaurant's nutrition facts information and picked out the five most macro-friendly menu items, so you wouldn't have to! I hope they serve as a valuable, time-saving resource for you the next time you find yourself eating at one of them!

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BEST MENU MACRO ITEMS

1

Grilled Chicken Breast

190 kcal | 4 f / 0 c / 38 p



2

6oz Select Sirloin

200 kcal | 7 f / 1 c / 33 p



3

8oz Select Sirloin

280 kcal | 12 f / 1 c / 43 p



4

Chicken Tortilla Soup

280 kcal | 7 f / 17 c / 7 p



5

Cedar Salmon w/ Maple Mustard Glaze

350 kcal | 10 f / 28 c / 37 p





BEST MENU MACRO ITEMS

1

Chopped Farmhouse Salad w/ Roast Turkey

230 kcal | 13 f / 8 c / 23 p



2

Roast Beef Classic Sandwich

360 kcal | 14 f / 37 c / 23 p



3

3-Piece Prime Cut Chicken Tenders

360 kcal | 17 f / 28 c / 23 p



4

Turkey Gyro

470 kcal | 20 f / 48 c / 25 p



5

Double Roast Beef Sandwich

510 kcal | 24 f / 38 c / 38 p



BEST MENU MACRO ITEMS

1

Baja Taco (Chicken, Shrimp, Steak, Wahoo)

150-160 kcal | 6 f / 17 c / 9-12 p



2

Breakfast Taco

210 kcal | 11 f / 16 c / 10 p



3

Carnitas American Taco

220 kcal | 9 f / 21 c / 12 p



4

Grilled Wahoo American Taco

230 kcal | 5 f / 19 c / 15 p



5

Baja Ensalada w/ Carnitas w/o Dressing

300 kcal | 9 f / 28 c / 28 p





BEST MENU MACRO ITEMS

1

Ice Cream Cup

170 kcal | 4.5 f / 25 c / 5 p



2

Hamburger

220 kcal | 8 f / 26 c / 11 p



3

Whopper Jr w/o Mayo

250 kcal | 10 f / 27 c / 13 p



4

Grilled Chicken Salad

340 kcal | 15 f / 16 c / 39 p



5

Grilled Chicken Sandwich w/o Mayo

370 kcal | 7 f / 39 c / 37 p





BEST MENU MACRO ITEMS

1

Dakota Smashed Pea & Barley Soup

170 kcal | 0 f / 33 c / 11 p



2

1/2 Turkey California Club Sandwich

350 kcal | 17 f / 33 c / 18 p



3

1/2 Ancho Chile Short Rib Piadina

450 kcal | 18 f / 46 c / 25 p



4

Shrimp Scampi Zucchini Pasta

480 kcal | 26 f / 30 c / 27 p



5

Hawaiian Pizza (1/2 Pizza)

562 kcal | 13.5 f / 77 c / 33 p





BEST MENU MACRO ITEMS

1

3 Piece Hand Breaded Chicken Tenders

260 kcal | 13 f / 13 c / 25 p



2

All Natural Charbroiled Chicken Salad w/ Low Fat Balsamic

290 kcal | 10 f / 33 c / 19 p



3

All Natural Charbroiled BBQ Chicken Sandwich

306 kcal | 10 f / 22 c / 32 p



4

Double Cheeseburger

390 kcal | 19 f / 37 c / 19 p



5

Big Hamburger

480 kcal | 18 f / 56 c / 25 p



1

Ahi Carpaccio

250 kcal | 10 f / 11 c / 28 p



2

Fresh Basil, Tomato, and Cheese Flatbread

320 kcal | 12 f / 38 c / 15 p



3

Chicken Pot Stickers

420 kcal | 14 f / 43 c / 31 p



4

SkinnyLicious Grilled Turkey Burger

510 kcal | 20 f / 51 c / 32 p



5

White Chicken Chili

590 kcal | 15 f / 32 c / 79 p





BEST MENU MACRO ITEMS

1

12-Count Grilled Chicken Nuggets

210 kcal | 5 f / 3 c / 38 p



2

Egg White Chicken Grill

300 kcal | 7 f / 31 c / 25 p



3

Grilled Chicken Sandwich

310 kcal | 6 f / 36 c / 29 p



4

Grilled Market Salad w/ Grilled Chicken Nuggets

350 kcal | 14 f / 27 c / 31 p



5

Grilled Chicken Cool Wrap

360 kcal | 13 f / 30 c / 40 p





BEST MENU MACRO ITEMS

1

Chicken Bowl (w/ Veggies, White Rice, Pico de Gallo, Lettuce)

440 kcal | 11 f / 50 c / 37 p



2

Steak Burrito (w/ Veggies, Pico de Gallo, Lettuce)

520 kcal | 15 f / 61 c / 30 p



You can make pretty much anything fit your macros, here. Use their fully customizable burrito builder online - it calculates the nutrition facts of whatever you build.



BEST MENU MACRO ITEMS

1

**Build Your Own Omelette
(Egg Whites, Ham, Tomato,
Spinach)**

215 kcal | 4.5 f / 4 c / 36 p



2

Fit Fare Veggie Sizzlin' Skillet

390 kcal | 16 f / 40 c / 22 p



3

**Build Your Own Burger (Chicken
Breast, Wheat Bun, Lettuce,
Pickle, Onion, Tomato)**

395 kcal | 15 f / 6 c / 57 p



4

Fit Slam

430 kcal | 12 f / 56 c / 27 p



5

Sirloin Steak w/ Broccoli

445 kcal | 12 f / 46 c / 39 p





BEST MENU MACRO ITEMS

1

4 Piece Wings (Mild, Hot, Fire)

200 kcal | 13 f / 8 c / 13 p



2

Medium Pacific Veggie Pizza (1 Slice)

230 kcal | 8 f / 27 c / 10 p



3

Medium Deluxe Pizza (1 Slice)

230 kcal | 10 f / 27 c / 9 p



4

6" Personal Hand Tossed Cheese Pizza (1/2 Pizza)

260 kcal | 9 f / 33 c / 9 p



5

12" Medium Cheese Thin Crust Pizza (1/4 Pizza)

305 kcal | 15 f / 28 c / 13 p



*If you find yourself eating pizza and the restaurant doesn't provide nutrition facts, look up Domino's nutrition facts and log the equivalent menu item & nutrition facts.



BEST MENU MACRO ITEMS

1

French Cruller

220 kcal | 13 f / 29 c / 22 p



2

Glazed Donut

260 kcal | 14 f / 30 c / 3 p



3

Kosher Egg White & Cheese English Muffin

270 kcal | 6 f / 37 c / 15 p



4

Chocolate Frosted Donut

280 kcal | 15 f / 31 c / 3 p



5

Kosher Power Breakfast Sandwich

310 kcal | 12 f / 29 c / 22 p



*Most donut places don't have nutrition facts available. If you find yourself eating a donut(s), look up Dunkin' Donuts' nutrition facts and log the equivalent menu item & nutrition facts.



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BEST MENU MACRO ITEMS

1

**Chopped Salad w/ Grilled
Chicken w/o Dressing**

260 kcal | 8 f / 15 c / 34 p



2

Small Hook & Ladder w/o Mayo

260 kcal | 7 f / 31 c / 18 p



3

Small Club on a Sub w/o Mayo

290 kcal | 9 f / 31 c / 20 p



4

Small Turkey Bacon Ranch w/o Mayo

310 kcal | 13 f / 29 c / 20 p



5

**Chopped Salad w/ Turkey &
Grilled Chicken w/o Dressing**

350 kcal | 9 f / 20 c / 52 p



1

Grilled Chicken Salad w/ Fat Free Italian Dressing

232 kcal | 4.5 f / 11 c / 35 p



2

Lettuce Wrapped Charburger

290 kcal | 19 f / 10 c / 18 p



3

Fresh Albacore Sandwich (On Bun)

390 kcal | 10 f / 41 c / 33 p



4

Charburger (On Bun)

470 kcal | 22 f / 43 c / 23 p



5

Tri-Tip Sandwich

540 kcal | 19 f / 53 c / 41 p



1

Protein Style Hamburger

240 kcal | 17 f / 11 c / 18 p



2

Hamburger w/ Mustard & Ketchup w/o Spread

310 kcal | 10 f / 41 c / 16 p



3

Protein Style Cheeseburger

330 kcal | 25 f / 11 c / 18 p



4

Cheeseburger w/ Mustard & Ketchup, w/o Spread

400 kcal | 18 f / 41 c / 22 p



5

Double Double w/ Mustard & Ketchup, w/o Spread

590 kcal | 32 f / 41 c / 37 p





in the box

BEST MENU MACRO ITEMS

1

Grilled Chicken Salad

348 kcal | 15 f / 26 c / 35 p



2

Chicken Club Salad w/ Grilled Chicken Strips

348 kcal | 15 f / 26 c / 35 p



3

Southwest Salad w/ Grilled Chicken Strips

348 kcal | 15 f / 26 c / 35 p



4

Grilled Chicken Fajita Pita

350 kcal | 12 f / 36 c / 24 p



5

Breakfast Jack

350 kcal | 18 f / 30 c / 16 p





BEST MENU MACRO ITEMS

1

Slim #4 (On French Bread)

450 kcal | 3 f / 74 c / 29 p



2

Slim #2 (On French Bread)

480 kcal | 6 f / 73 c / 31 p



3

#4 Turkey Tom

508 kcal | 20 f / 57 c / 25 p



4

#2 Big John

540 kcal | 22 f / 56 c / 27 p



5

Slim #1 (On French Bread)

570 kcal | 13 f / 76 c / 34 p



*Make any sandwich an 'unwich' (lettuce wrapped) and you will save 40-100g of carbs. All 'unwiches' have <10g carbs.



BEST MENU MACRO ITEMS

1

Kentucky Grilled Chicken Wing

70 kcal | 3 f / 0 c / 9 p



2

Kentucky Grilled Chicken Drumstick

80 kcal | 4 f / 0 c / 11 p



3

Kentucky Grilled Chicken Thigh

150 kcal | 9 f / 0 c / 17 p



4

Kentucky Grilled Chicken Breast

210 kcal | 7 f / 0 c / 38 p



5

Original Recipe Chicken Breast

390 kcal | 12 f / 36 c / 24 p





BEST MENU MACRO ITEMS

1

4-Piece Chicken McNuggets

180 kcal | 11 f / 11 c / 10 p



2

Vanilla Cone

200 kcal | 5 f / 32 c / 5 p



3

Hamburger

250 kcal | 8 f / 31 c / 13 p



4

Egg White Delight McMuffin

280 kcal | 10 f / 29 c / 18 p



5

Grilled Ranch Snack Wrap

300 kcal | 13 f / 25 c / 21 p



ITALIAN KITCHEN

1

Minestrone Soup

110 kcal | 1 f / 17 c / 5 p



2

Famous House Salad w/ Signature Italian Dressing

150 kcal | 10 f / 13 c / 3 p



3

Chicken Piccata

360 kcal | 21 f / 11 c / 32 p



4

Spaghetti w/ Meat Sauce Mini Pasta Bowl

360 kcal | 12 f / 51 c / 14 p



5

Chicken Margherita (Lunch)

387 kcal | 23 f / 10 c / 35 p





BEST MENU MACRO ITEMS

1

Broccoli Beef

150 kcal | 7 f / 13 c / 9 p



2

String Bean Chicken Breast

190 kcal | 9 f / 13 c / 14 p



3

Kung Pao Chicken

290 kcal | 19 f / 14 c / 16 p



4

Grilled Teriyaki Chicken

310 kcal | 13 f / 8 c / 36 p



5

Sweet Fire Chicken Breast

380 kcal | 15 f / 47 c / 13 p





BEST MENU MACRO ITEMS

1

Chicken Noodle Soup (Bowl)

160 kcal | 5 f / 19 c / 14 p



2

Whole Classic Salad w/ Chicken

300 kcal | 13 f / 20 c / 27 p



3

Whole Ham, Egg, & Cheese Power Sandwich

360 kcal | 8 f / 38 c / 35 p



4

Lentil Quinoa Broth Bowl w/ Chicken

380 kcal | 8 f / 45 c / 32 p



5

Avocado, Egg White, & Spinach on Sprouted Grain Bagel Flat

410 kcal | 14 f / 52 c / 21 p



BEST MENU MACRO ITEMS

1

Chicken Street Taco

100 kcal | 3 f / 10 c / 9 p



2

Steak Street Taco

120 kcal | 5 f / 9 c / 10 p



3

Wild Mahi Mahi Grilled Taco

230 kcal | 9 f / 22 c / 14 p



4

Balsamic & Roasted Veggie Salad w/ Grilled Chicken

300 kcal | 11 f / 28 c / 25 p



5

Chipotle Orange Salad w/ Grilled Chicken

480 kcal | 26 f / 40 c / 27 p





BEST MENU MACRO ITEMS

1

Hearty Chili

140 kcal | 4 f / 17 c / 10 p



2

Jr. Breakfast Burrito

290 kcal | 17 f / 22 c / 12 p



3

Jr. Burger

330 kcal | 16 f / 32 c / 15 p



4

Ham Breakfast Burrito

440 kcal | 20 f / 38 c / 27 p



5

Grilled Chicken Wrap

480 kcal | 14 f / 39 c / 31 p





BEST MENU MACRO ITEMS

1

Black Coffee

0 kcal | 0 f / 0 c / 0 p



2

Spinach, Feta, Egg White Breakfast Wrap

290 kcal | 10 f / 33 c / 19 p



3

Sous Vide Egg White & Red Pepper Egg Bites

170 kcal | 7 f / 13 c / 13 p



4

Reduced-Fat Turkey Bacon and Egg White Sandwich

210 kcal | 5 f / 26 c / 18 p



5

Classic Oatmeal

160 kcal | 2.5 f / 28 c / 5 p



If you like your Starbucks drinks, follow @themacrobarista on Instagram. He shares specific instructions on how to order macro-friendly versions of your favorite drinks.



BEST MENU MACRO ITEMS

1

6" Turkey Breast

280 kcal | 3.5 f / 46 c / 18 p



2

6" Oven Roasted Chicken

320 kcal | 5 f / 45 c / 23 p



3

6" Roast Beef

325 kcal | 5 f / 45 c / 25 p



4

6" Rotisserie Chicken

350 kcal | 6 f / 45 c / 29 p



5

6" Steak, Egg White, & Cheese

450 kcal | 18 f / 45 c / 28 p





TACO BELL™

BEST MENU MACRO ITEMS

1

Fresco Steak Soft Taco

140 kcal | 4 f / 17 c / 10 p



2

Fresco Chicken Soft Taco

150 kcal | 6 f / 16 c / 9 p



3

Breakfast Soft Taco w/ Egg & Cheese

170 kcal | 9 f / 15 c / 7 p



4

Grilled Steak Soft Taco

200 kcal | 10 f / 17 c / 12 p



5

Chicken Power Bowl w/o Avocado, Ranch, Rice, Guac

260 kcal | 10 f / 17 c / 24 p



1

Tuscan Kale Side Salad

120 kcal | 11 f / 4 c / 2 p



2

Daily Market Chicken Noodle Soup

170 kcal | 6 f / 12 c / 17 p



3

Sweet Potato Hash, Side

200 kcal | 14 f / 18 c / 2 p



4

Tomato & Arugula Pizza (1/2 Pizza)

310 kcal | 9 f / 51 c / 35 p



5

Grilled Fish Tacos

570 kcal | 18 f / 63 c / 42 p





Wendy's

BEST MENU MACRO ITEMS

1

Large Chili

250 kcal | 7 f / 23 c / 23 p



2

Grilled Chicken Wrap

270 kcal | 10 f / 24 c / 20 p



3

Jr. Cheeseburger

280 kcal | 13 f / 25 c / 34 p



4

Full Size Apple Pecan Chicken Salad w/o Dressing

350 kcal | 11 f / 28 c / 35 p



5

Grilled Chicken Sandwich

370 kcal | 10 f / 38 c / 34 p





BEST MENU MACRO ITEMS

1

Justaburger

300 kcal | 11 f / 34 c / 14 p



2

Garden Salad w/ Grilled Chicken, Fat Free Ranch

340 kcal | 12 f / 24 c / 34 p



3

Chicken Fajita Taco

350 kcal | 13 f / 31 c / 29 p



4

Grilled Chicken Melt

400 kcal | 12 f / 39 c / 33 p



5

Grilled Chicken Sandwich

430 kcal | 13 f / 45 c / 32 p

