

## MAKE IT ABOUT YOU

Eating is personal. It's not about following a strict set of rules; it's about tailoring your nutritional game plan to best support your body, goals, and preferences. Food is an experience to be designed by you. Adapt these principles to make them work best for you and all that you want to achieve.

### KNOW YOURSELF

Understand your goals, habits, and unique physiology to refine your nutritional game plan.

### DESIGN DELICIOUSLY

You're the top chef when it comes to building meals with the right foods in the right amounts for you.

### FUEL YOUR DREAMS

Choose foods that support your personal goals and preferences.

## FUEL FOR IMPACT

Our understanding of quality food is constantly evolving with research. When deciding what to eat, keep it simple and natural or minimally processed. Choose responsibly sourced food that's tasty and nourishing like vegetables, fruit, nuts, whole grains, fish, and lean meat.

### FEED YOUR SUPERPOWERS

Fill your plate with foods that help your body fuel, build, protect, and prevent.

### MAXIMIZE YOUR EFFORTS

Eat and drink the right things before, during, and after your workout.

### FILL THE GAPS

It can be tough to get all your nutrients from food alone. If you fall short, supplement wisely.

### UP YOUR COLOR QUOTIENT

Create power meals with a variety of nutrient-dense veggies and fruits.

## AIM TO SUSTAIN

Staying hydrated and eating early and as often as you need helps sustain energy, lower stress, and boost metabolism. No matter your schedule, kick-start your day with an energizing meal. Continue eating small meals or snacks and hydrating throughout the day to keep your energy up, your focus sharp, and your mood stable.

### RISE & DINE

Eat your first meal within 30 minutes of waking up.

### CREATE AN EVEN SPREAD

Spread your meals and snacks evenly throughout the day.

### STAY HYDRATED

Choose beverages that hydrate your brain and your body.

## EAT WITH PURPOSE

What you eat matters. Eating with purpose is about coming to the table and nourishing your mind, body, and spirit. Food is a means to connect and create, and to enable the best version of you. Be intentional with your food choices, and savor every morsel and moment you share with others.

### SET YOUR INTENTION

Hit pause and think about what you're consuming with your goals in mind.

### FIND BALANCE

Aim to eat well around 80 percent of the time.

### EAT TOGETHER OFTEN

Find some time to enjoy food with friends and family.

## DEVOUR LIFE

Food brings us together and takes us on personal journeys. From the smell of something delicious baking in the oven to the satisfying crunch of crisp vegetables, food reminds us to reflect, look forward, and relish the here and now. A toast to food and all the joy it brings.

### TRY NEW THINGS

Go on food adventures. Explore, experiment, and discover.

### RAISE A GLASS

There's always a reason to celebrate. Find yours.

### SAVOR GOOD TIMES

Let food remind you of special occasions, people, or places.