

Conversation Corner



A Newsletter for Fitness Enthusiasts

Powders as Meal Replacements: Keep Your Options Open

The title of Meal Replacement Drinks (MRD) describes a group of products that can take the place of a “whole food” meal. Therefore, they must contain levels of carbohydrates (CHO), fats and protein that meet specific criteria defining a complete meal, which includes more CHO than protein and fat.

That said, I predict—based on the growing need and popularity of these types of foods—that they will eventually define their own place in daily food nomenclature just as breakfast, lunch and dinner have. And they would be labeled something like *my healthy snack*, *pre-workout meal*, or merely, *my lunch*. After all, they are simply natural ingredients that follow a healthy recipe to meet a specific purpose. In other words, they can be a *meal* and not a *meal replacement*! For now the term *Meal Replacement* is how we identify this type of food product.

Become the “accidental chef” – have it your way

Using powders as the starting ingredients for the food recipe offers unlimited flexibility in meal development as opposed to bars or ready to drinks (RTD), which of course are invaluable for convenience. With a good MR powder you’re the chef. You can assemble the meal anyway you like, adding other nutritious foods such as fruits and milk, thus controlling the entire nutrient profile all by yourself.

For instance, you may want more CHO in relation to protein than the MR powder contains because you’re an athlete seeking a recovery formula or a pre-event meal that requires a 4:1 CHO to protein ratio. Another

example is, as the name MRD states, creating a meal that might substitute for an extremely healthy lunch or dinner that you would never normally eat. What I mean is that you can create a shake that contains phytochemicals, including carotenoids and flavonoids, with an ideal protein, carbohydrate and fat ratio and a minimal amount of calories, especially compared to a combination of whole food that might contain the same nutrient profile. I don’t even want to guess how the whole food counterpart might taste—yuck—I’m trying to imagine liver and onions mixed with fruits, nuts and milk.

Try it, they will like it

To meet the increasing demand for a great tasting MRD, our research and development groups have been working around-the-clock to deliver the best tasting drinks while maintaining product integrity and truth in labeling. *Voila*—four new/reformulated powders in jugs are coming your way (see attached highlights for more details). We reduced the “sugars,” switched sweeteners, still maintained proper CHO levels, decreased the sodium content, and still improved the flavor—amazing I must say!

As much as I hate being redundant, I am always compelled to remind everyone of our most unique selling position—the synergy of our products. Apex users never have to worry about overall daily nutrient intake, as all other supplement buyers should. You are automatically in the safe, optimal range using Apex products as directed. We do not “spike” our food products with miscellaneous vitamins and

minerals, which is a common marketing practice by supplement companies in order to help sell the products, but can be detrimental because the users have no way of adding up their total daily nutrient intake.

Foods of the 21st century

The world we live in today puts most of us at a disadvantage when it comes to proper meal planning for myriad reasons, including: both parents working, multiple kids involved in numerous after school activities, indoor entertainment that requires little movement, and unhealthy great-tasting foods always at arm's length. These and other obstacles make us detour from the straight road to health and fitness and for many of today's population it is difficult to get back to the "straight and narrow." The food industry has responded by making food available while you are still in your car—and at a relatively low price. You can get far more calories than you will burn driving home to sit down and watch TV while you eat.

Let's fight back now. MRDs and other healthy Apex fast foods should be on everyone's grocery lists so we can begin to remove some of society's "landmines" that block our path to a healthy lifestyle. We can begin to replace the convenient, high-calorie and low-nutrient content traditional fast foods with *more* convenient, healthier and economic *faster* foods made for the 21st century person.

It is simply a matter of education regarding all the available Apex grocery

options and how the different food products can fit into their lifestyle. And as in the case of powders, the recipe is in your complete control. Even high protein zealots can make it their way by using the straight Apex Whey protein and adding whatever CHO or fats they desire. Or they may want the Apex High Performance MRD as the starting formula but work to increase the protein by adding the Apex Whey product to the recipe. In any case, supplanting much of our less healthy food choices with Apex Fast Foods is clearly a solid strategy in defeating our waistlines' nemesis, the fast food industry, which perpetuates the fattening of America.

In summary

For athletes, MRs are a must because they meet the quick digestion criteria necessary for proper loading of energy systems and rapid recovery. For dieters they are a component for long-term success. For all of our

children and the rest of us, they can take the place of fast food or be made into a great tasting healthy dessert.

Until next month,

New Powder Highlights

New Flavors

Orange Creme

Smooth orange-vanilla (remember Creamsicles®?)

Cafe Mocha

Rich coffee-chocolate

Vanilla Supreme

New formula, great new taste

Double Chocolate

New rich flavor

Nutrition Nuggets

(per serving, powder only, varies by flavor)

calories—210 - 220

protein—20g - 21g

carbs—31g - 32g

sugars—7g - 9g

fat—1g - 2g

Other Features

- New wide-mouth jugs make scooping easier than ever.
- Sweetened with fructose and sucralose.