



5-DAY

WHOLE FOODS CHALLENGE

IT'S THE SEASON FOR
FRESH STARTS

WILCOX WELLNESS & FITNESS



WELCOME

We've got a great challenge that will bring you more energy, more vitality, and more health – in just 5 short days!

Welcome to your **5-Day Whole Foods Challenge**.

Your goal: to clean up your diet – without really “dieting” at all.

Imagine how liberating that will be!

WELCOME

When you upgrade your food choices to WHOLE foods, you flood your body with the nutrients it craves. You'll also:

- **Eliminate bloating,**
- **Boost energy,**
- **And get a jump start on retraining your taste buds AWAY from junk food**

This guide will break it all down for you!

We're so glad you joined us — and we can't wait for you to experience the difference this makes for you!

At Wilcox Wellness & Fitness we help busy professionals enhance their life by forming healthy habits they can sustain for a lifetime and we provide support on all aspects of healthy living: mindset, nutrition, and exercise.

Ready to get started?

Let's do this!

HOW THIS CHALLENGE WORKS

It 's simple: just eat whole food for 5 days...

For all of your meals AND your snacks!

What do we mean by “whole foods?”

Whole foods = foods in their most natural state

- Vegetables
- Fruits
- Lean Proteins
- Whole Grains
- Healthy Fats



Whole foods are unprocessed, free of chemical additives, don't contain added sugars, and are rich in nutrients.

QUICK TIPS FOR IDENTIFYING WHOLE FOODS VS PROCESSED FOODS:

Most whole foods (except whole grains and some healthy fats) don't:

- come from a box, bag, or sealed container
- include more than 5 items on their ingredients lists,
- contain ingredients you don't know or can't pronounce.

In the words of Michael Pollan, if your great-grandmother wouldn't recognize it as food, don't eat it.

HOW THIS CHALLENGE WORKS

EXAMPLES OF WHOLE FOODS VS PROCESSED FOOD:

NO ✘

NO to frozen meatloaf with mashed potatoes made from a box and gravy from a jar.

NO to using a bottled salad dressing with a lot of ingredients, added sugars, or preservatives.

NO to "just add water" brown sugar & cinnamon instant oats in a package.

NO to boxed mac & cheese with powdered cheese.

NO to canned pumpkin pie filling.

YES ✔

YES to homemade meatloaf with homemade mashed potatoes and gravy.

YES to making your own salad dressing with oil, vinegar, salt, and pepper.

YES to plain rolled or instant oats that you flavor with raw honey and/or berries.

YES to homemade mac and cheese with whole grain pasta and homemade cheese sauce.

YES to canned pumpkin puree.



WHY WHOLE FOODS MATTER

- **It takes the focus off dieting and deprivation** – and puts it back on delicious healthy whole foods - nothing is off limits.
- **Whole foods are loaded with nutrients** (vitamins, minerals, & other plant compounds) your body needs to function at its best
- **Whole foods are low in added sugars.** Studies show that eating sugary foods raises your chance of obesity, metabolic disease, insulin resistance, type 2 diabetes, fatty liver disease, and heart disease
- **Whole foods are good for your skin, gut, brain, and heart** (and just about everything else!)

YOUR MIND-GUT-CRAVINGS CONNECTION



This might sound like the plot of a science fiction movie, but it's actually straight out of research labs.

You have as many bacteria living inside you as you do cells in your body.

And you might be in a power struggle with them right now.

Some of those bacteria may be giving you cravings – especially if you eat a lot of sugar, processed, or junk foods.

It can turn into a vicious cycle...

- The food you eat affects the type of bacteria living in your gut
- The bacteria in your gut can affect what you eat, by causing cravings

You can take back control by shifting your food choices – which can optimize the bacteria population of your gut.

This shift happens surprisingly fast – just 3-4 days after you change your food intake!

YOUR MIND-GUT-CRAVINGS CONNECTION

But in the meantime, what can you do about food cravings?

- Tell yourself it's only temporary, and that it's part of the process.
- Have a drink of water.
- Find a 'whole food' way to satisfy that craving.
- Distract yourself and shake up your routine – if you normally crash on the couch with a bag of chips at night, mix it up and do something different.
- This is designed as a 5-day challenge intentionally - by Day 3 you should start noticing some real differences in how you feel.
- And... remember the challenge is only for 5 days. You can do it!



WHAT OUR CLIENTS ARE SAYING...



Sue Britting

I have been trying to be more conscious of doing things for myself, getting healthier and stronger. I love it! It is a great fit for me. At Wilcox Wellness & Fitness I have 3 weekly group training sessions and I have been doing boxing once a week (channeling my inner Rocky with a lot less coordination). This is my 4th week of that, it is hard but awesome. Today on my vacation day I happened to be the solo person in the session with Vanessa and it was fun to get to work specifically on some of the things my coordination struggles with not to mention the punch combos.



Honey Havey

I've made one of the best decisions by joining Wilcox Wellness & Fitness. I was unsure at first but I have to start somewhere in achieving my goals to be healthy and I'm glad I made that decision. Having said that, Wilcox Wellness & Fitness has helped me in achieving my goals. The trainers are super helpful which is awesome! I like the flexibility in the schedules and meeting new people supporting each other. What an amazing and super positive experience for me! Thank you Wilcox!



WHOLE FOOD BREAKFAST IDEAS

- Plain Low-Fat Greek Yogurt, Berries, and Maple Syrup
- Avocado on Sprouted Grain Toast
- Oatmeal with Berries
- Chia Pudding
- Soufflé Omelet (recipe on next page!)

WHOLE FOOD BREAKFAST IDEAS

SOUFFLÉ OMELET

SERVES 1

INGREDIENTS

- 2 pasture-raised eggs
- 2-3 Tbsp goat cheese crumbles or grated sharp cheddar cheese
- Salt & Pepper, to taste
- 1 tsp grass-fed butter, ghee, or coconut oil

Optional

- 2-4 Tbsp sautéed/leftover veggies
- 1-2 tsp chopped fresh herbs (parsley, chives, etc.)



INSTRUCTIONS

Heat a small ovenproof nonstick skillet over medium-low heat. Place your oven rack in the center of your oven and preheat your broiler to high.

Crack open the eggs and place the yolks in a medium bowl and the whites in a large metal or glass bowl. Add 1-2 pinches of sea salt to the whites and, using a hand mixer or metal whisk, whip until they are white, foamy, and begin to hold peaks. Set aside.

Lightly whisk the egg yolks until they become slightly foamy. Use a metal spoon to gently fold the yolks into the whites until combined. Be careful not to overwork them because if they deflate, the eggs won't rise during cooking.

Melt the butter in the skillet and pour in the eggs. Let cook for 2-3 minutes and sprinkle with the cheese and optional toppings.

Place the skillet in the oven for 2-3 minutes, until the cheese melts.

Remove from the oven (be careful with the skillet handle!) and place the soufflé omelet on a plate, season with pepper and additional salt if necessary, and fold the omelet in half.

Enjoy!



WHOLE FOOD LUNCH IDEAS

- Salad with Tuna & Chickpeas, Drizzled with Oil & Vinegar Vinaigrette
- Natural Nut Butter Sandwich on Sprouted Grain Bread
- Homemade Soup
- Taco Bowl (rice, spicy ground beef or tofu, beans, & veggies)
- Rainbow Veggie Wrap (recipe on next page!)

WHOLE FOOD LUNCH IDEAS

RAINBOW VEGGIE WRAP

SERVES 4

INGREDIENTS

- 4 x 8-inch (20 cm) multigrain wraps
- 1 cup (225 g) hummus
- 2 oz (55 g) goat cheese crumbles
- 1½ cups (45 g) baby spinach
- 1 red bell pepper, sliced
- 1 cup (30 g) broccoli sprouts
- 1 cup (70 g) shredded red cabbage
- 1 carrot, julienned

INSTRUCTIONS

Lay out each wrap and spread ¼ of the hummus over each.

Top each wrap with ¼ of the cheese, spinach, pepper, sprouts, cabbage, and carrot.

Roll up and enjoy immediately ... or wrap tightly and keep in the fridge until it's time to eat.





WHOLE FOOD DINNER IDEAS

- Turkey Burger with Garden Salad
- Meatloaf & Mashed Potatoes
- Salmon, Rice, and Steamed Broccoli
- Sweet Potatoes Stuffed with Homemade Chili
- 1-Pan Balsamic Chicken with Potatoes & Veggies (recipe on next page!)

WHOLE FOOD DINNER IDEAS

1-PAN BALSAMIC CHICKEN WITH POTATOES & VEGGIES

SERVES 4

INGREDIENTS

- 4 boneless skinless chicken breasts, pounded thin
- 1 lb (450 g) carrots, chopped into 2-inch (5 cm) pieces
- 2 lb (900 g) baby potatoes, chopped into 1-inch (2.5 cm) pieces
- 3 Tbsp olive oil
- 1½ tsp Italian seasoning
- 1 tsp garlic powder (optional)
- salt & pepper to taste
- 1 cup (240 ml) balsamic vinegar
- 3 Tbsp honey
- 2 Tbsp grated Parmesan cheese (optional)



INSTRUCTIONS

Preheat your oven to 400°F/200°C.

Line a rimmed sheet pan with parchment paper. Place the potatoes in a single layer on ⅓ of the pan, the chicken on ⅓ of the pan, and the carrots on the remaining third.

Drizzle the oil over the potatoes, chicken, and carrots, coating evenly. Season with the Italian seasoning, optional garlic powder, and a sprinkle of salt and pepper. Set aside.

Prepare your glaze: in a medium saucepan over medium-high heat, bring the balsamic vinegar and honey to a boil and let simmer for 5 minutes or until it's reduced by half. Remove from the heat and carefully pour it into a heat-safe bowl.

Spoon half of the glaze over the chicken. If you're using the cheese, sprinkle it over the potatoes.

Place the sheet pan in the oven and bake for 25 minutes, or until the chicken is cooked and the carrots and potato are tender. Remove from the oven and drizzle the rest of the glaze over the chicken and carrots.

Serve and enjoy!



WHOLE FOOD SNACK IDEAS

- Pumpkin Seeds & Blueberries
- Greek Yogurt & Banana
- Hummus-Stuffed Hardboiled Eggs
- Apple & Almonds
- Crispy Roasted Chickpeas (recipe on next page!)

WHOLE FOOD SNACK IDEAS

CRISPY ROASTED CHICKPEAS

MAKES 3-4 SERVINGS

INGREDIENTS

- 1 x 15 oz. (425 g) can chickpeas, drained and rinsed
- 1-2 tsp extra-virgin olive oil
- Sea salt
- Any spices or flavorings you want to add (curry powder, nutritional yeast, taco seasoning, etc.)

INSTRUCTIONS

Preheat your oven to 425°F/220°C. Line a large rimmed baking sheet with parchment paper.

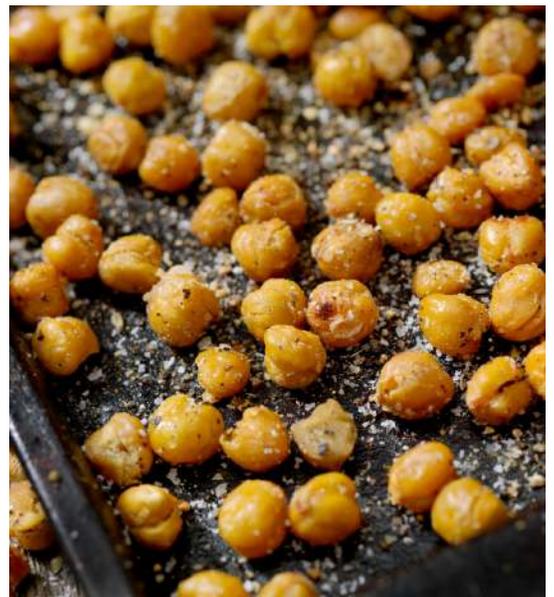
Spread the drained chickpeas on a clean kitchen towel and place another towel over the top to pat them dry – the drier the chickpeas, the crispier your results!

Gently roll chickpeas around between the towels to help remove any loose skins. Then spread the chickpeas over the prepared baking sheet and drizzle with the olive oil, tossing them gently to make sure they are evenly coated.

Sprinkle the salt and seasonings over the top of the chickpeas.

Place in the oven and roast for 20-25 minutes, or until they are crispy and golden brown.

Crispy chickpeas are best served warm, but if you want to store them, place them in a loosely covered container. They'll keep for a couple days at room temperature.





spring MEAL PLAN

If you want a more detailed plan, complete with prep guides, grocery lists, and more, download our 4-week Spring Meal Plan.

If you are someone that knows you are ready to go all in with nourishing yourself well with healthy whole foods and you want a meal planning system to make it happen, then download our Spring Meal Plan.

You will get 4-weeks of spring-inspired meals using all whole foods designed to keep you feeling great while achieving your health and fitness goals.

Use the promo code below to save \$20 on the meal planning system.

WILCOXWELLNESSFITNESS.COM/SPRINGMEALPLAN

- **DONE-FOR-YOU** grocery lists by week
- **PREP GUIDE** to organize your meal prep days
- **MENU GUIDE** showing you what to eat (and cook) and when
- **SUCCESS TRAINING VIDEO** to share with you all of our best strategies for meal prepping and planning
- **HEALTHY SNACKING GUIDE** to inspire you and help you stay right on point with your nutrition
- **PRICE:** \$27 for a limited time with PROMO Code: **WHOLEFOODCHALLENGE**

WILCOX WELLNESS & FITNESS



HEALTHY FROM THE INSIDE OUT

Here's a little secret. It's true that what happens in the kitchen has a huge impact on your ability to reach your health and fitness goals.

But real health & fitness starts before the kitchen (or the gym!) – with a commitment to your own self-care and worth. It comes from making the DECISION that you are worth it and that come hell or high water you are ready to take the actions to create the life you want.

We hope this little whole foods challenge gives you just the little push you need to get started along your path with health and fitness.

And... if you need any support, motivation, or encouragement - we are here for you. Please don't hesitate to reach out.

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REFERENCES

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