

Make Your Grains Whole





Eating the MED Way



What sets the Med Way apart from other eating patterns?



How can you eat the Med Way?

1

Change
your
protein

2

Swap
your
fats

3

Eat
more
vegetables

4

Eat
more
fruit

5

Snack
on nuts
and seeds

6

Make
your grains
whole

7

Rethink
your
sweets

7 Steps to Eat the Med Way

5

Make your GRAINS WHOLE



7 Steps to Eat the Med Way

Carbohydrate choice continuum

EAT MORE

EAT LESS



Fruits, vegetables and legumes



Unprocessed whole grains



Lightly processed whole grains without added sugar



Foods made with whole grains and without added sugar*



Pasta made with refined grains

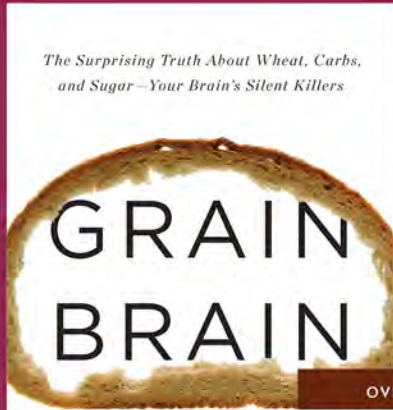


Foods made with refined grains



Foods and beverages high in added sugar

*Choose 100% whole grains.



NATIONAL
BEST
SELLERS!

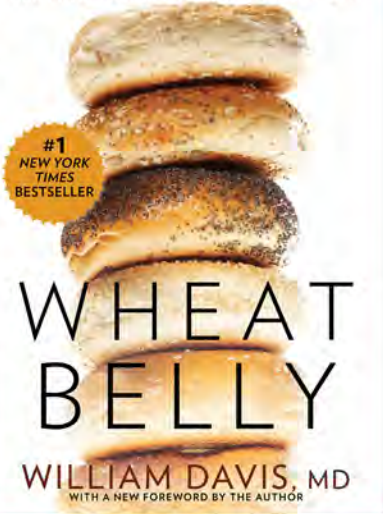
OVER 1 MILLION COPIES SOLD!

LOSE THE WHEAT. LOSE THE WEIGHT,
AND FIND YOUR PATH BACK TO HEALTH

DAVID PERLMUTTEI

Author of The Better Brain Book

WITH KRISTIN LOBE



Claims

- Wheat today is different than in decades past.
- Wheat triggers disease—diabetes, autism, Alzheimer's, depression, headaches, epilepsy, ADHD.
- Wheat causes abdominal (belly) fat.
- Wheat makes the brain not function properly.

Most of the grain that Americans eat is **REFINED**



Almost 40% of the refined grains
Americans eat are from yeast bread
such as hamburger buns and pizza crust.

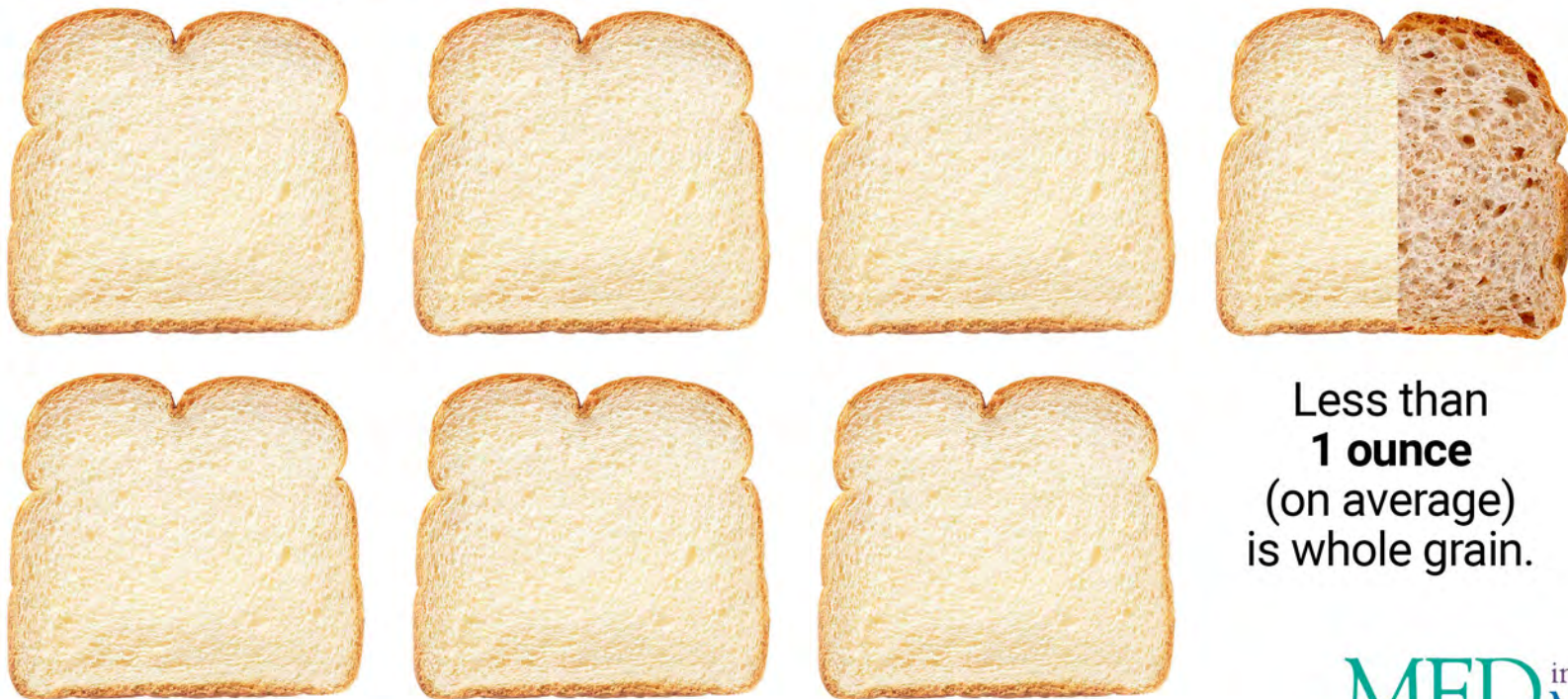
Wheat and belly fat...

What you eat matters— Whole vs refined grains.

- Eating lots of refined grains is associated with increased body fat.
- Eating at least 3 servings of whole grains a day is associated with decreased abdominal (belly) fat.

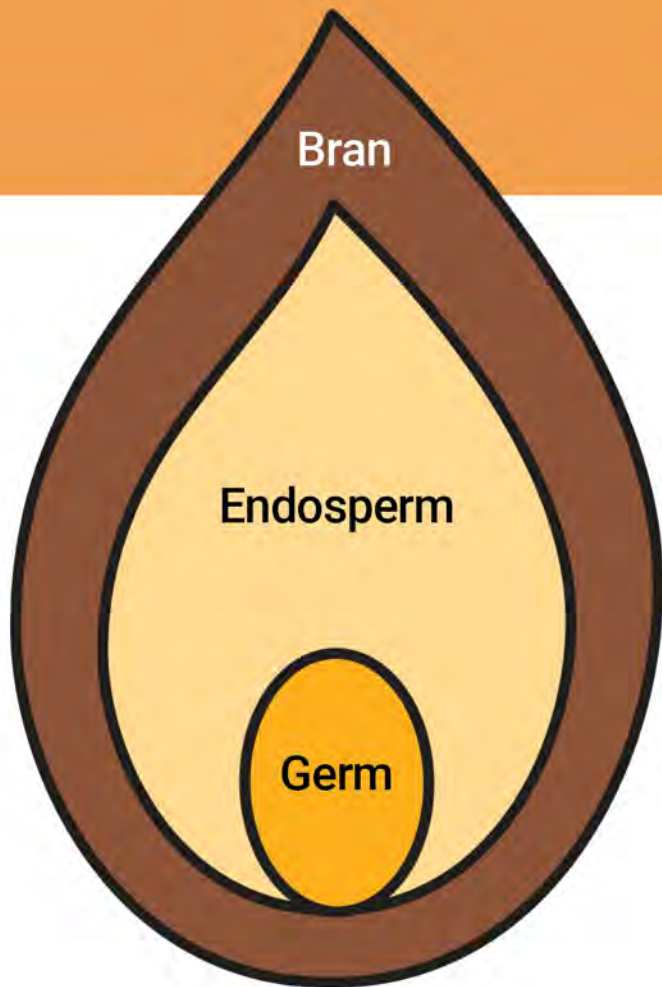
Whole and refined grains are not the same when it comes to overweight and obesity.

Americans eat approximately **7 ounces** of grain per day.



Less than
1 ounce
(on average)
is whole grain.

Whole Grain



Barley
Brown rice
Buckwheat
Bulgur
Farro
Popcorn

Quinoa
Rye
Wheat berries
Whole oats
Whole wheat
Wild rice

BUYER BEWARE

Multi Grain

100% Wheat

Made with Whole Grain



Calories 70
 Calories from Fat 10
 F2972022B
 INGREDIENTS: WHOLE WHEAT FLOUR, WATER,
 CORN SYRUP, VINEGAR, CULTURED WHEY, C
 DIGLYCERIDES, CALCIUM DIOXIDE AND/OR MO
 SULFATE AND/OR MONOCALCIUM PHOSPHATE)
 100% WHOLE GRAIN BREADS



INGREDIENTS: ENRICHED FLOUR BLEACHED (WHEAT FLOUR MONONITRATE, RIBOFLAVIN, FOLIC ACID), WATER, HIGH FR GLUTEN, YEAST. CONTAINS LESS THAN 2% OF THE FOLL RAISIN JUICE CONCENTRATE, DOUGH CONDITION MONOGLYCERIDES, ASCORBIC ACID, ENZYMES, AZODI PROPIONATE (PRESERVATIVE), GUAR GUM, YEAST NUTRIE AMMONIUM SULFATE, CALCIUM SULFATE), POLYSORBATE 60
CONTAINS WHEAT, MILK AND SOY INGREDIENTS.

MED TIPS

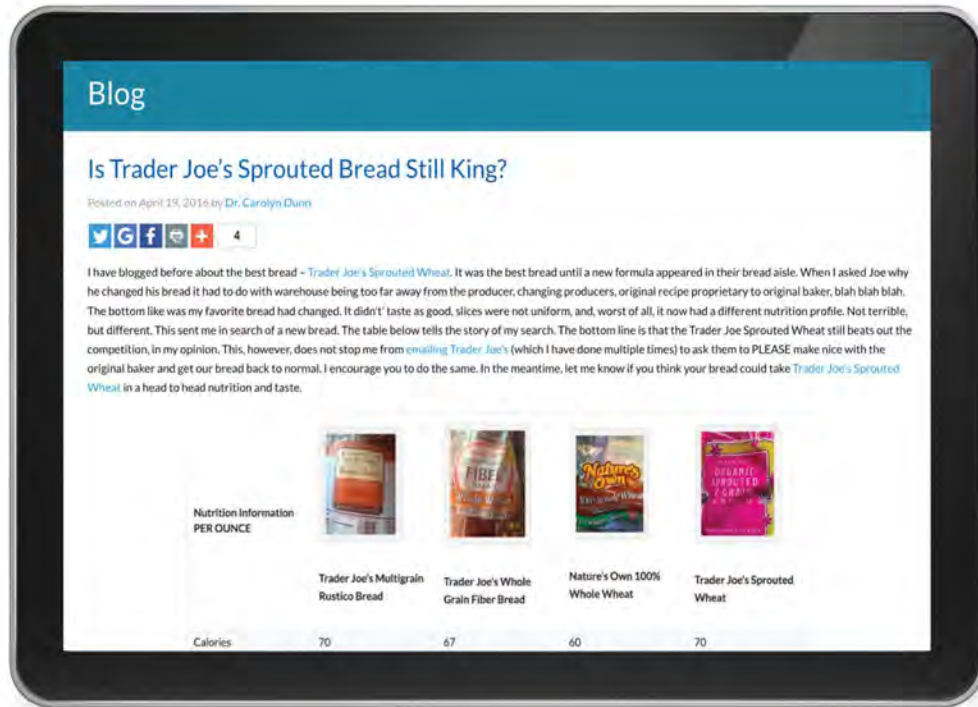
Eat grains as grains,
not foods made from grains.



Eat **MORE** bulgur, brown rice, oatmeal—less bread, crackers, etc.

Make your **grains whole**.

Want more on choosing a bread?



Check out the
ESMMWL blog.

Go to: [esmmweighthless.com/
is-trader-joes-sprouted-bread-
still-king](http://esmmweighthless.com/is-trader-joes-sprouted-bread-still-king)

MED
FLIPS

Switch to whole grain products.



Oatmeal



Pasta



Rice or other Whole Grain

Make your **grains whole.**

So many types of oatmeal...



Steel Cut (Irish)

Cut Oat Groats
20-40 minutes



Old Fashioned (Rolled)

Steamed and rolled flat
5 minutes



Quick Cooking

Rolled thinner
and cut into pieces
1 minute



Instant

Pre-cooked and dried
Add boiling water

ALL made from Oat Groats

EASY Steel Cut Oats

STEEL CUT OATS SHORTCUT



1. 4 cups water, 1 cup oats



2. Bring to full boil.



3. Cover and place in refrigerator overnight.

Make your **grains whole.**

 **MED**
FLIPS

Banana
Oatmeal
Pancakes

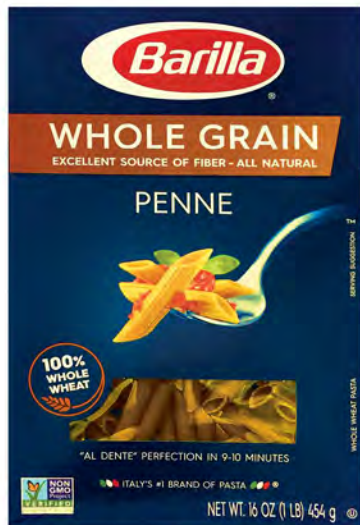


Make your **grains whole.**

MED instead of
MEDS
medinsteadofmeds.com

MED FLIPS

Eat **LESS** pasta. Add **MORE** vegetables.



Whole Wheat Pasta
with Pesto and Vegetables

Make your **grains whole.**

MED FLIPS

ADD fruits and vegetables
to **WHOLE** grains.



Chicken and Vegetable
Fried Rice



Curry Quinoa Salad



Whole Wheat
Couscous Salad

Make your **grains whole.**



Mindful Eating and the Med Way

Label Reading



Nutrition Facts

8 servings per container
Serving size 2/3 cup (55g)

Amount per serving
Calories **230**

	% Daily Value*
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

One of the best ways to be mindful of exactly what you and your family are eating is to become a label reader.

Nutrition Facts

8 servings per container

Serving size 2/3 cup (55g)

Amount per serving

Calories 230

% Daily Value*

Total Fat 8g 10%

Saturated Fat 1g 5%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 160mg 7%

Total Carbohydrate 37g 13%

Dietary Fiber 4g 14%

Total Sugars 12g

Includes 10g Added Sugars 20%

Protein 3g

Vitamin D 2mcg 10%

Calcium 260mg 20%

Iron 8mg 45%

Potassium 235mg 6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Learn to read the
Nutrition Facts
label.

Nutrition Facts

Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving

Calories 230 Calories from Fat 72

% Daily Value*

Total Fat 8g **12%**

Saturated Fat 1g **5%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 160mg **7%**

Total Carbohydrate 37g **12%**

Dietary Fiber 4g **16%**

Sugars 1g

Protein 3g

Vitamin A 10%

Vitamin C 8%

Calcium 20%

Iron 45%

* Percent Daily Values are based on a 2,000 calorie diet.
Your daily value may be higher or lower depending on
your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Original Label

Nutrition Facts

8 servings per container
Serving size 2/3 cup (55g)

Amount per serving

Calories 230

% Daily Value*

Total Fat 8g **10%**

Saturated Fat 1g **5%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 160mg **7%**

Total Carbohydrate 37g **13%**

Dietary Fiber 4g **14%**

Total Sugars 12g

Includes 10g Added Sugars **20%**

Protein 3g

Vitamin D 2mcg 10%

Calcium 260mg 20%

Iron 8mg 45%

Potassium 235mg 6%

* The % Daily Value (DV) tells you how much a nutrient in
a serving of food contributes to a daily diet. 2,000 calories
a day is used for general nutrition advice.

New Label

Side-by-side
comparison

New Label: What's different?

New: Added sugars

Change in nutrients required

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

Servings: Larger, bolder type
Serving sizes updated

Calories: Larger, bolder type

Updated daily values

Actual amounts declared

New footnote



Serving sizes get a reality check

Serving Size Changes



Old serving size



New serving size

Packaging Affects Servings



One serving per bottle for either bottle size

Nutrition Facts

8 servings per container

Serving size 2/3 cup (55g)

Serving Size
Servings per Container

Amount per serving

Calories 230

% Daily Value*

Total Fat 8g 10%

Saturated Fat 1g 5%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 160mg 7%

Total Carbohydrate 37g 13%

Dietary Fiber 4g 14%

Total Sugars 12g

Includes 10g Added Sugars 20%

Protein 3g

Vitamin D 2mcg 10%

Calcium 260mg 20%

MED instead of
MEDS
medinsteadofmeds.com

Nutrition Facts

8 servings per container

Serving size 2/3 cup (55g)

Amount per serving

Calories 230

Calories

% Daily Value*

Total Fat 8g 10%

Saturated Fat 1g 5%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 160mg 7%

Total Carbohydrate 37g 13%

Dietary Fiber 4g 14%

Total Sugars 12g

Includes 10g Added Sugars 20%

Protein 3g

Vitamin D 2mcg 10%

Calcium 260mg 20%

MED instead of
MEDS
medinsteadofmeds.com

Amount per serving

Calories

230

% Daily Value*

Total Fat 8g **10%**

Saturated Fat 1g **5%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 160mg **7%**

Total Carbohydrate 37g **13%**

Dietary Fiber 4g **14%**

Total Sugars 12g

Includes 10g Added Sugars **20%**

Protein 3g

Vitamin D 2mcg 10%

Calcium 260mg 20%

Iron 8mg 45%

Potassium 235mg 6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Limit these nutrients

Carbohydrates

Also limit added sugar

Amount per serving

Calories

230

% Daily Value*

Total Fat 8g **10%**

Saturated Fat 1g **5%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 160mg **7%**

Total Carbohydrate 37g **13%**

Dietary Fiber 4g **14%**

Total Sugars 12g

Includes 10g Added Sugars **20%**

Protein 3g

Vitamin D 2mcg 10%

Calcium 260mg 20%

Iron 8mg 45%

Potassium 235mg 6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Get enough dietary fiber

Get enough of these nutrients

Amount per serving

Calories

230

	% Daily Value*
Total Fat 8g	10%
Saturated Fat 1g	5%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
<hr/>	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

% Daily Value

<i>Trans Fat</i> 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
[REDACTED]	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%
[REDACTED]	
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Footnote

Whole
milk

GRADE A • ULTRA-PASTEURIZED • HOMOGENIZED

Nutrition Facts

Serving Size 1 cup (240 mL)

Servings Per Container 4

Amount Per Serving

Calories 150 **Calories from Fat** 70

% Daily Value*

Total Fat 8g **12%**

Saturated Fat 5g **25%**

Trans Fat 0g

Cholesterol 35mg **12%**

Sodium 120mg **5%**

Total Carbohydrate 12g **4%**

Dietary Fiber 0g **0%**

Sugars 11g

Protein 8g

Vitamin A 6% • Vitamin C 2%

Calcium 30% • Iron 0% • Vitamin D 25%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories: 2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium	Less than	3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Fat-free
milk

GRADE A • ULTRA-PASTEURIZED • HOMOGENIZED

Nutrition Facts

Serving Size 1 cup (240 mL)

Servings Per Container 4

Amount Per Serving

Calories 90 **Calories from Fat** 0

% Daily Value*

Total Fat 0g **0%**

Saturated Fat 0g **0%**

Trans Fat 0g

Cholesterol 5mg **2%**

Sodium 125mg **5%**

Total Carbohydrate 13g **4%**

Dietary Fiber 0g **0%**

Sugars 12g

Protein 8g

Vitamin A 10% • Vitamin C 4%

Calcium 30% • Iron 0% • Vitamin D 25%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories: 2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium	Less than	3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: FAT FREE MILK,
VITAMIN A PALMITATE,
VITAMIN D3.

MED instead of
MEDS
medinsteadofmeds.com

Ingredients

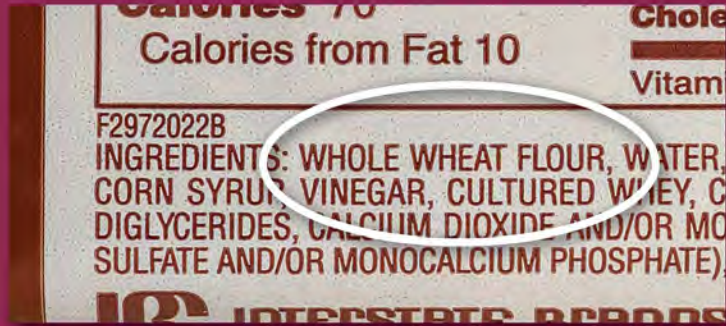
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

INGREDIENTS: WHOLE GRAIN OATS, MODIFIED CORN STARCH, CORN STARCH, SUGAR, SALT, CALCIUM CARBONATE, OAT FIBER, TRIPOTASSIUM PHOSPHATE, WHEAT STARCH. VITAMIN E (MIXED TOCOPHEROLS) ADDED TO PRESERVE FRESHNESS.

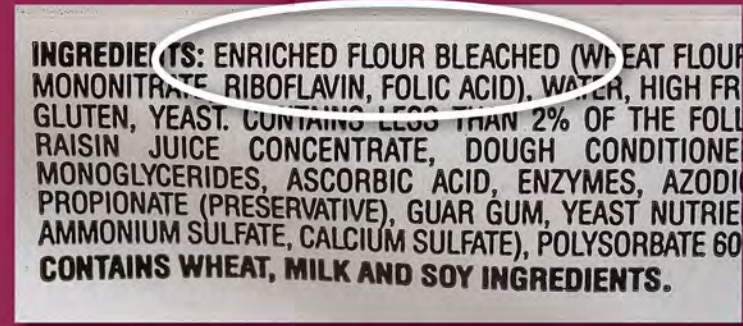
VITAMINS AND MINERALS: IRON AND ZINC (MINERAL NUTRIENTS), VITAMIN C (SODIUM ASCORBATE), A B VITAMIN (NICOTINAMIDE), VITAMIN B₆ (PYRIDOXINE HYDROCHLORIDE), VITAMIN B₂ (RIBOFLAVIN), VITAMIN B₁ (THIAMIN MONONITRATE), VITAMIN A (PALMITATE), A B VITAMIN (FOLIC ACID), VITAMIN B₁₂, VITAMIN D.



Whole-grain food



NOT a whole-grain food



INGREDIENTS: CORN (WHOLE GRAIN CORN, MEAL), SUGAR, PEESE'S CREAMY PEANUT BUTTER™ (ROASTED PEANUTS; SUGAR; CONTAINS 2% OR LESS OF MONO AND DIGLYCERIDES; PEANUT OIL; SALT; MOLASSES AND CORN STARCH), DEXTROSE, MODIFIED CORN STARCH, CANOLA AND/OR RICE BRAN OIL, CORN SYRUP, SALT, HERSHEY®'S COCOA, TRICALCIUM PHOSPHATE, CALCIUM CARBONATE, RED 40, YELLOWS 5&6, BLUE 1 AND OTHER COLOR ADDED, TRISODIUM PHOSPHATE, ZINC AND IRON (MINERAL NUTRIENTS), VITAMIN C (SODIUM ASCORBATE), A B VITAMIN (NIACINAMIDE), ARTIFICIAL FLAVOR, VITAMIN B₆ (PYRIDOZINE HYDROCHLORIDE), BITAMIN B₂ (RIBOFLAVIN), VITAMIN B₁ (THIAMIN MONONITRATE), VITAMIN A (PALMITATE), A B VITAMIN (FOLIC ACID), VITAMIN B₁₂, VITAMIN D, WHEAT FLOUR. VITAMIN E (MIXED TOCOPHEROLS) AND TBHQ ADDED TO PRESERVE FRESHNESS.

The ingredient list can be deceiving.

Sugar is listed four times.

Front of package claims can be deceiving.

Use the nutrition facts label and ingredients list to make a mindful selection.





FAT-FREE

Less than
0.5 g of fat
per serving



LOW-FAT

3 g or less
of fat
per serving



LIGHT/LITE

50% less fat
or 1/3 fewer
calories than
the original
product



REDUCED-FAT

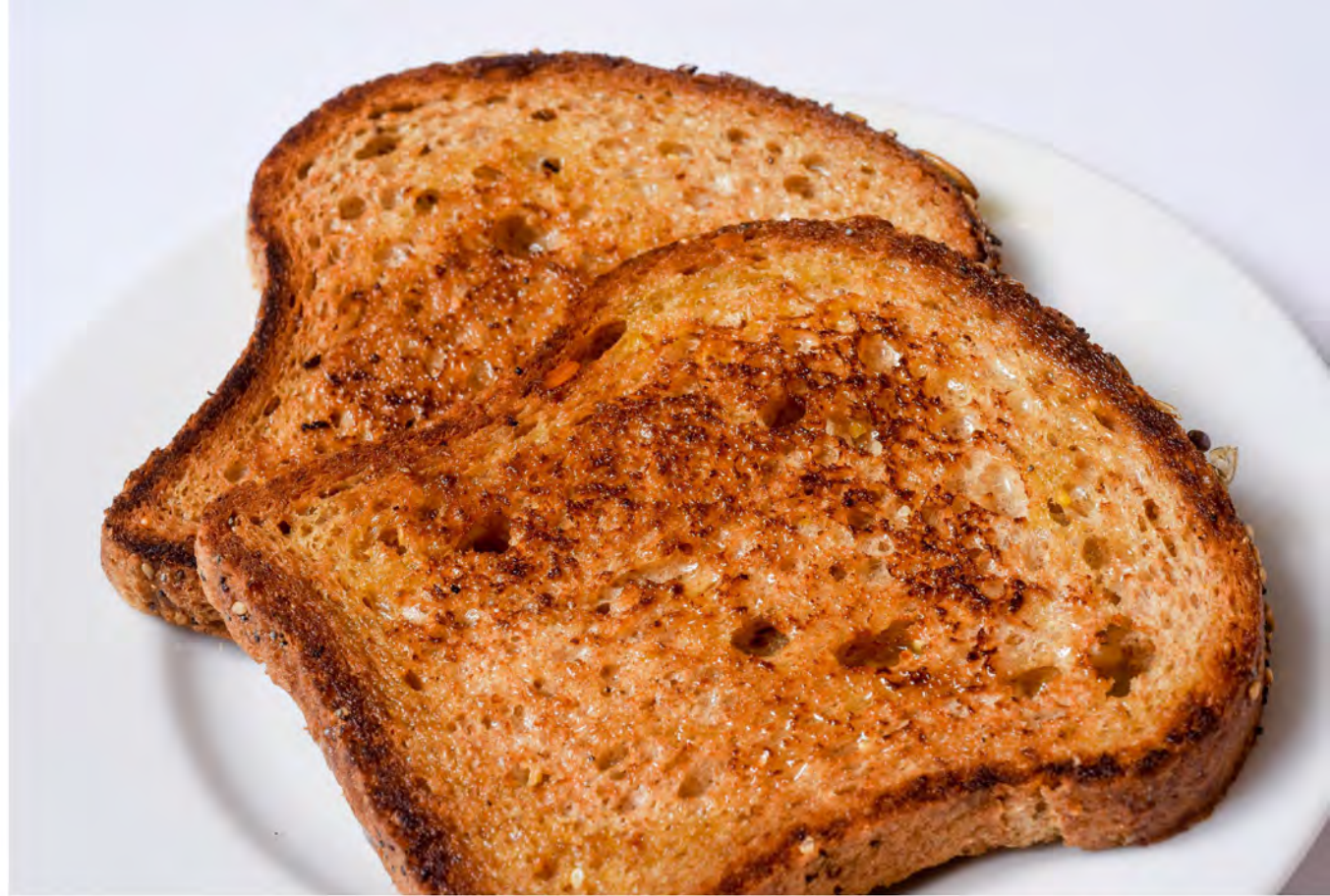
25% less
fat than
the original
product

Eating the Med Way

Make Your Grains Whole



Med Way
Recipe:
**Olive Oil
Toast**



Med Way
Recipe:
**Pasta with
Spinach
and Beans**



Med Way
Recipe:
**Banana
Oatmeal
Pancakes**



Med Way
Recipe:
**Simple
Stovetop
Popcorn**



Med Way
Recipe:
**Chocolate
Overnight
Oats**



Med Way
Recipe:
**Chicken
and
Vegetable
Fried Rice**



Med Way
Recipe:
**Whole
Wheat
Pasta with
Beans and
Greens**



Med Way
Recipe:
**Curry
Quinoa
Salad**



Make Your Grains Whole

