

MEAL PLAN

EAT REAL

28 DAY CHALLENGE



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TABLE OF CONTENTS

THE METHOD	3
PROTEIN SUBSTITUTION LIST	4
VEGAN SUBSTITUTION LIST	5
MEAL ORDER	7
BREAKFAST	8
LUNCH	12
SNACK/SHAKE	18
DINNER	22
SMALL SNACK	27



Clean eating doesn't have to be complicated, expensive, or super boring. In fact, with my challenge, it's the exact opposite! Over the next 28 days you'll learn how to efficiently meal plan, grocery shop, and prepare a week's worth of healthy, simple meal and snack options in a short amount of time. Zero guesswork, no weird ingredients, just delicious, REAL foods and recipes included.

THE METHOD:

Every meal in this plan (breakfast, lunch, dinner, snacks) includes 5 simple, yet delicious recipe options to choose from. Select a few different options for your week and use the downloadable grocery list and meal planning guide to help plan and shop for the week ahead. It helps if you plan a few different days' worth of the same meals at a time and stick with those options for the entire week. But please, feel free to mix it up if you prefer more variety over routine.

The nutritional content, calorie count, and macro breakdown is included with each recipe, but just for informational purposes. We're not counting macros or calories. I've taken care of the math for you. I want you to feel empowered in your nutrition decisions and be educated about the food you eat. **For men completing this program, simply double the protein and veggie content included in the written recipe to make sure you're getting enough of the right nutrients your body needs.**

PROTEIN SUBSTITUTION OPTIONS:

Some recipes call for an additional protein source to be included as part of your meal, simply select your choice from the options included in the list below.

PROTEIN SUBSTITUTION LIST	
Grilled Chicken	3 oz (85g)
Albacore Tuna	4 oz (115g)
Shelled Edamame	1 c (118g)
Seitan	100g
Tofu (raw/firm)	1 c
Tempeh	100g
Plain Greek Yogurt	1 c (227g)
Egg Whites	1 c (243g)
Cottage Cheese	1 c (226g)

VEGAN SUBSTITUTION LIST

BREAKFAST

MOCHA OVERNIGHT OATS

Replace Greek yogurt with any vegan yogurt substitution such as coconut yogurt or almond yogurt. Try to buy the plain flavor.

LUNCH

CUCUMBER AND TOMATO SALAD

Replace feta cheese with your favorite dairy free cheese such as soy or almond cheese. The cheese can be left off altogether as well.

SAVORY YOGURT VEGGIE BOWL

Replace Greek yogurt with any vegan yogurt substitution such as coconut yogurt or almond yogurt. Try to buy the plain flavor.

SNACK

COOKIE DOUGH POWER BALLS

Substitute honey for brown rice syrup or maple syrup.

DINNER

5 MINUTE EGG WHITE SCRAMBLE

6 oz extra firm tofu

1/4 c nutritional yeast

1/2 c lemon

1 tbsp. IdealRaw Organic Coconut Oil

1 slice Ezekiel bread

fresh parsley or basil, chopped

salt and pepper to taste

1/4 tsp turmeric

1. Heat non-stick pan over medium heat.
2. Crumble tofu over the pan. Stir in nutritional yeast, turmeric, lemon juice, salt, and pepper. Cook for 3 minutes.
3. Stir for another 1-2 minutes until tofu is heated through.
4. Toast the bread in a toaster.
5. Remove tofu mixture from pan and top with fresh herbs of choice. Serve with toast on the side.

CROCKPOT LASAGNA

Can substitute cottage cheese for crumbled tofu. Keep it to a similar amount of cottage cheese which would be 16 oz. As far as the parmesan cheese, you can substitute for 4 ounces of hummus (any flavor). The eggs are just used to bind the mixture together, so feel free to make 2 flax eggs to mix in with the 'cheese' mixture.

RECIPE FOR FLAX EGG

1 tbsp. ground flaxseed
2 1/2 tbsp. of water

1. Mix the ingredients together in small bowl.
2. Allow the mixture to rest for 5 minutes.
3. Double this if using for this recipe (since it requires two eggs).

SMALL SNACK

CHOCOLATE PEANUT BUTTER CUP CHEESECAKE

Can substitute cottage cheese for 4 oz of silken tofu



MEAL ORDER:

1. BREAKFAST

2. LUNCH

3. SNACK/SHAKE

4. DINNER

5. SMALL SNACK



BREAKFAST

STRAWBERRY COCONUT SMOOTHIE

1 1/2 scoop Vanilla IdealRaw Organic Protein
1/2 c fresh or frozen strawberries
1/2 medium frozen banana
1 c unsweetened almond milk
2 tbsp. coconut flakes, unsweetened
5 ice cubes
*Blend together

Calories: 416

Fat: 17g

Protein: 25g

Carbs: 44g

MOCHA OVERNIGHT OATS

1/2 c unsweetened almond milk
1/3 c nonfat plain Greek yogurt
1/2 tsp. vanilla extract
1/2 c old fashioned oats
1 scoop Mocha IdealRaw Organic Protein
1/2 tsp. cinnamon
1 tsp. cocoa powder

1. Mix in a small bowl.
2. Transfer to a mason jar with a lid.
3. Cover tightly and place in the fridge for at least 4 hours or overnight.

Calories: 402

Fat: 10g

Protein: 29g

Carbs: 51g

CARROT CAKE OATMEAL

- 1/2 c unsweetened almond milk
- 1/2 c water
- 1/2 tsp. cinnamon
- 1/8 tsp. ginger, ground
- 1/8 tsp. nutmeg
- 1/8 tsp. cloves
- 1/4 c grated carrots
- 1/4 c old fashioned oats
- 1 tsp. vanilla extract
- pinch of salt
- 5 drops liquid stevia
- 1 tbsp. almond butter
- 1 scoop Chocolate IdealRaw Organic Protein
- 1 tsp. slivered almonds

1. In a small saucepan, combine milk, water, cinnamon, ginger, nutmeg, cloves, and salt.
2. Stir in carrots and oats. Bring to a gentle simmer.
3. Cook for 3-4 minutes, stirring frequently.
4. Remove from heat and stir in vanilla, stevia, almond butter and protein powder.
5. Place in bowl and top with almonds. Thin out with an additional 1 tbsp. of almond milk if necessary.

Calories: 404

Fat: 18g

Protein: 44g

Carbs: 23g

TROPICAL SMOOTHIE BOWL

1/2 medium frozen banana
1/2 c frozen mango
1/2 c frozen pineapple
2 tbsp. unsweetened coconut flakes
1/2 c water
2 scoops Vanilla IdealRaw Organic Protein

1. Blend fruit and water in a high-powered blender.
2. Add more water if needed.
3. Top with coconut flakes.

Calories: 403

Fat: 16g

Protein: 32g

Carbs: 39g

DETOX GREEN SMOOTHIE

1 c unsweetened almond milk or water
2 scoops IdealRaw Organic Superfood Blend
1/2 frozen banana
1 tbsp. chia seeds
2 c spinach
1 tsp. almond butter
1 1/2 scoop Vanilla IdealRaw Organic Protein
*Blend together

Calories: 380

Fat: 16.5g

Protein: 24g

Carbs: 30g

A woman with long brown hair, wearing a pink lace-trimmed short-sleeved dress, is smiling as she slices yellow bell peppers on a wooden cutting board. The scene is set in a kitchen with white cabinets and a stainless steel oven. In the foreground, there are fresh vegetables including a red bell pepper, a bunch of green leafy vegetables, and a small white bowl containing dark grapes. The word "LUNCH" is overlaid in large white capital letters across the center of the image.

LUNCH

TOMATO & CUCUMBER SALAD

1/2 large cucumber, peeled and chopped
1 roma tomato, seeded and diced
1/8 c red onion, finely diced
1 tbsp. fat-free feta cheese

Dressing:

1 tbsp. extra virgin olive oil
1 tbsp. red wine vinegar
1 tsp. dried oregano
1 clove minced garlic
1 tsp. dijon mustard
salt and pepper to taste

protein source: 3 oz grilled chicken

(*or any acceptable option from the protein substitution list)

1. Place all salad ingredients in small bowl except feta cheese.
2. Whisk together all dressing ingredients.
3. Pour over vegetables.
4. Top with feta cheese and add additional salt and pepper to taste if necessary.
5. Serve with desired protein.

Nutrition info including chicken:

Calories: 387

Fat: 21g

Protein: 41g

Carbs: 13g

SPRING VEGETABLE ROLLS

2 rice paper sheets (or 1 low-carb tortilla)

1/2 c cucumber, julienned

1/4 c carrots, shredded

2 large slices of avocado

2 sprigs cilantro

protein source: 1/2 c tofu

(*or any acceptable option from protein substitution list)

1. Carefully dip rice papers in warm water to soften and set aside. If you are using the tortilla make sure to cut in half to make 2 rolls.
2. Prepare rolls by laying the rice paper on a plate and assembling the roll.
3. Place half of the vegetables in each one, and then finish off with protein.
4. Fold in sides of paper, and then roll up paper like you would a burrito.

Dip:

1 tbsp. powdered peanut butter

1 clove garlic minced

1/2 tbsp. ginger, diced

1 tbsp. tamari or low-sodium soy sauce

liquid stevia to taste

2 tbsp. water

Mix all ingredients together in a small bowl and set aside.

Enjoy spring rolls with dipping sauce.

Nutrition info including tofu:

Calories: 319

Fat: 11g

Protein: 20g

Carbs: 37g

SAVORY YOGURT VEGGIE BOWL

- 1 tbsp. chopped green onion
- 1/2 tbsp. chopped cilantro
- 1/2 tbsp. olive oil
- 1 tsp. chili powder
- 1 tsp. lime juice
- 1/4 c chickpeas (drained and rinsed)
- 3/4 c nonfat, plain Greek yogurt (can use almond yogurt as well)
- 1/4 c cooked white corn kernels
- 1/4 c red bell pepper, finely diced
- 1/4 c ripe avocado, diced

1. In a small bowl, mix together onion, cilantro, chili powder, and lime juice.
2. Add chickpeas and toss.
3. Place yogurt in separate bowl. Top with red bell pepper, corn, chickpea mixture, and avocado.
4. Season with salt and pepper as needed.


Calories: 294

Fat: 14g

Protein: 19g

Carbs: 28g

ROASTED CAULIFLOWER SOUP (SERVES 3)

- 
- 1 head cauliflower, chopped into small florets
 - 4 garlic cloves, peeled
 - 2 tbsp. extra virgin olive oil
 - 1 celery stalk, diced
 - 1 large carrot, peeled and diced
 - 1 yellow onion, medium diced
 - 1 tsp. paprika
 - 4 c vegetable or chicken broth
 - 1 can light coconut milk
 - 2 tbsp. nutritional yeast flakes
 - 16 oz lite silken tofu
 - salt and pepper to taste

1. Preheat oven to 425 degrees. Toss cauliflower and garlic cloves with 1 tbsp. olive oil. Spread in a single layer on a cookie sheet and roast for 25-30 minutes, or until golden brown on top.
2. Heat up large saucepan over medium heat using the remaining 1 tbsp. of olive oil. Add onions and cook until tender.
3. Add remaining veggies and cook celery and carrots for 5 minutes with the onions. Add spices, nutritional yeast, broth, and coconut milk.
4. Take cauliflower and garlic mixture and add to pot. Bring to a slow simmer and cook for 20 minutes.
5. Remove from heat. Add in tofu and blend with immersion blender. Top with salt and pepper as needed.
6. Divide into 4 servings. Store in fridge. Will keep for up to 4 days.

Nutrition Per Serving:

Calories: 288

Fat: 18g

Protein: 16g

Carbs: 23g

CARROT SESAME SALAD

1 c bagged coleslaw mix (prepared)
1/4 c cooked quinoa (prepared and cooled)
1/2 c carrots, shredded
1/4 c green onions, thinly sliced
1 tsp. sesame seeds

Dressing:

1/2 tbsp. virgin olive oil
1/2 tbsp. rice wine vinegar
1/2 tsp. soy sauce
1 tsp. toasted sesame oil
1 tbsp. water to thin
salt and pepper to taste
stevia to taste

protein source: 3 oz grilled chicken

(*or any acceptable option from protein substitution list)

1. Toss all salad ingredients together except sesame seeds.
2. Whisk all dressing ingredients together. Pour over salad and toss.
3. Top with desired protein and sesame seeds.

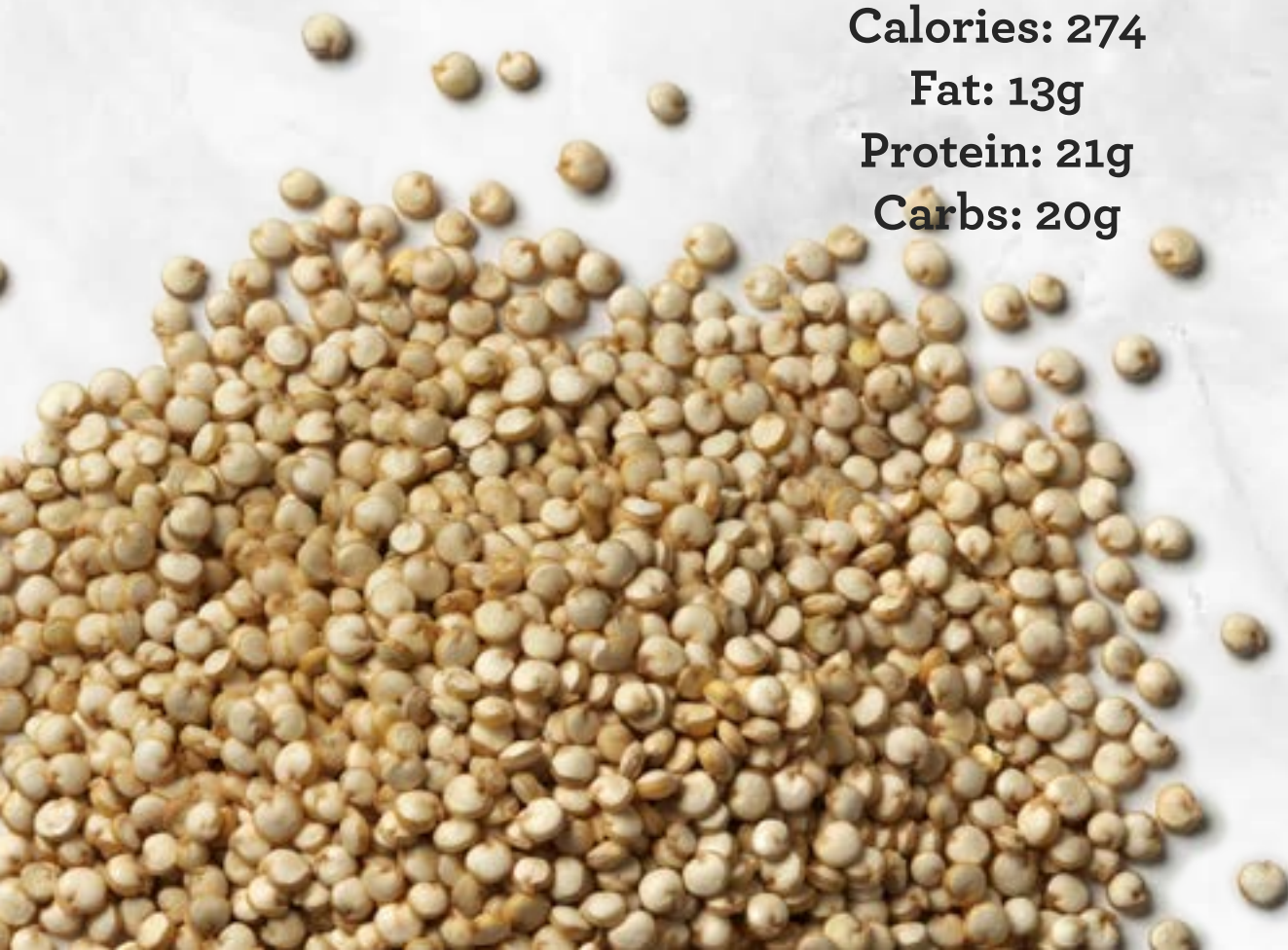
Nutrition info including chicken:

Calories: 274

Fat: 13g

Protein: 21g

Carbs: 20g



A woman with long brown hair, wearing a grey t-shirt and blue jeans, stands in a kitchen. She is smiling and holding a clear plastic shaker cup with a yellow lid. To her left, on a marble countertop, is a black container of Ideal Raw protein powder. The background shows white kitchen cabinets and a grey subway tile backsplash.

SNACK/SHAKE



ALMOND JOY SHAKE

1 c unsweetened almond milk
1 scoop Chocolate IdealRaw Organic Protein
1 tbsp. almonds, raw
1 tsp. unsweetened coconut flakes (for topping)
1 tbsp. cocoa powder
1/4 c oats, dry
5 ice cubes
1/2 tsp. coconut extract
**Blend together all the ingredients,
but set aside the 1 tsp. coconut flakes
to top off your shake!

Calories: 293

Fat: 21g

Protein: 21g

Carbs: 23g

CUCUMBER DILL SALAD + SHAKE

1 English cucumber
1 tsp. minced garlic
1 tbsp. fresh or freeze dried dill
1 tsp. Truvia[®] Baking Blend
salt and pepper to taste
1/2 plain nonfat Greek yogurt
(can sub vegan yogurt as well)
1 scoop Vanilla IdealRaw Organic Protein
1 tbsp. natural peanut butter
1/2 c unsweetened almond milk

1. Place yogurt, garlic, dill, Truvia[®], salt, and pepper in bowl and mix well.
2. Add in cucumber and allow to chill for 30 minutes in the fridge.
3. Mix protein powder with almond milk and peanut butter.
Enjoy on the side.

Nutrition info including shake:

Calories: 338

Fat: 15g

Protein: 29g

Carbs: 25g

COOKIE DOUGH POWERBALLS

2 c oats, broken down a bit in blender
1 c natural butter (sunbutter, peanut or almond)
1/2 c honey
1/4 c ground flaxseed
1/2 tsp. salt
1 tsp. vanilla extract
1/4 c mini chocolate chips

1. Place all dry ingredients except chips in small bowl. Mix until combined.
2. Place nut butter, honey, and vanilla in stand mixer. Mix until combined.
3. Add dry into wet slowly and remove from mixer.
4. Stir in chips.
5. Scoop with 2 oz cookie scoop onto cookie sheet lined with parchment or silicone baking mat. Freeze or refrigerate for later.

An individual snack serving is 3 balls.

Nutrition Per Serving:

Calories: 283

Fat: 12g

Protein: 7g

Carbs: 36g



ENERGY TRAIL MIX (SERVES 12)

- 1 c pre-toasted coconut flakes (like the Dang brand)
- 1 c raw, whole almonds
- 1 c pistachios, shelled
- 1 c cashews, unsalted
- 1 c dried cherries
- 1/2 c dark chocolate chips

1. Mix all ingredients in a large bowl.
2. Portion out in 1/2 c serving sizes in snack-size baggies.
3. Store in the pantry. Will keep fresh for up to 2 months.

Calories: 297

Fat: 19g

Protein: 6g

Carbs: 28g



ALMOND BUTTER LOGS

- 2 celery stalks, cut in half
- 2 tbsp. almond butter
- 1/2 banana, medium

1. Spread 1/2 tbsp. almond butter on each celery log.
2. Slice banana into thin slices and place on top of almond butter.

Calories: 246

Fat: 18g

Protein: 9g

Carbs: 20g

28 DAY CHALLENGE



DINNER

5 MINUTE EGG WHITE SCRAMBLE

1 c liquid egg whites
1 tbsp. IdealRaw Organic Coconut Oil
1 slice Ezekiel bread
1 wedge of The Laughing Cow® cheese (any flavor)
fresh parsley or basil, chopped
salt and pepper to taste

1. Heat nonstick pan over medium heat.
2. Pour in egg whites and cook for 3 minutes. Stir continuously.
3. Cube up cheese into 4 squares. Add in egg pan.
4. Stir for another 1-2 minutes until eggs are no longer runny.
5. Remove eggs from pan and top with salt, pepper, and fresh herbs of choice. Serve with toast on the side.

Calories: 365

Fat: 16g

Protein: 34g

Carbs: 22g

KALE REFRESHER

1 1/2 c unsweetened almond milk
1 scoop Vanilla IdealRaw Organic Protein
1/4 c pineapple chunks, frozen
1 c kale, fresh or frozen
stevia to taste if desired
1 tbsp. chia seeds
1/2 tbsp. IdealRaw Organic Coconut Oil, melted
**Blend together (add water if you would like it to be a thinner texture)

Calories: 292

Fat: 15g

Protein: 20g

Carbs: 14g

CROCKPOT LASAGNA (SERVES 4)

3 medium zucchini
16 oz good quality low-sugar marinara sauce
1 medium yellow onion, diced
1 yellow bell pepper diced
16 oz low-fat cottage cheese
2 large eggs
8 oz part skim mozzarella cheese
2 tbsp. fresh basil, chopped
salt and pepper to taste

1. Slice the zucchini lengthwise very thin. Should be about 1/4 inch thick and look like a lasagna noodle. Lay the noodles on a cookie sheet (lined with paper towels) and sprinkle with some salt to allow the moisture to release for about 15 mins.
2. Turn oven on low broil. Remove paper towels and replace with aluminum foil or silicone baking mats. Slide cookie sheet in oven and cook the noodles for 5-6 minutes. This will allow the moisture to release and your lasagna won't be so watery.
3. While the zucchini is in the oven, combine cottage cheese, eggs, and basil in small bowl, then set aside.
4. Turn on crockpot and spray with some cooking spray. Line the base of the crockpot with enough tomato sauce to just cover it.
5. Next layer noodles, 1/3 of the cottage cheese mixture, and 1/3 diced veggies topped with a few spoonfuls of sauce. Repeat layering 2 more times. Finish off with last bit of sauce and the 4 oz of cheese.
6. Cover with lid and cook on low for 6 hours (or on high for 3 hours).
7. Remove lid and allow liquid to evaporate for 30 minutes, then cut into 4 portions.
8. Store leftover portions in the fridge for up to 5 days. Serve with remaining sauce if desired.


Calories: 331

Fat: 15g

Protein: 31g

Carbs: 16g

EDAMAME SESAME SALAD

- 
- 3/4 c shelled edamame
(*or favorite protein source from included substitution list)
 - 1/2 c sliced avocado
 - 1/2 English cucumber, spiralized
 - 1 large carrot, peeled and spiralized
 - 1/4 tsp. salt
 - 1/2 tbsp. rice vinegar
 - 1 tsp. fresh lime juice
 - 1 tsp. honey
 - 1/4 tsp. toasted sesame oil
 - 1 tsp. black sesame seeds (white are fine too)
 - 1 tbsp. fresh cilantro, minced

1. If you do not own a spiralizer, no worries, just use your vegetable peeler to make thin strips of carrots and cucumbers
2. Place carrots and cucumbers in strainer and toss with salt. Allow to sit in sink for 15 minutes so extra moisture can be released.
3. While the veggies are draining, mix together rice vinegar, lime juice, honey, and sesame oil.
4. Place carrots and cucumber in a small bowl, toss with dressing, add edamame, and top with sesame seeds and cilantro.

Nutrition info including edamame:

Calories: 394

Fat: 20g

Protein: 16g

Carbs: 39g

ROASTED BROCCOLI

2 c raw broccoli florets, chopped into bite size pieces

1 tbsp. extra virgin olive oil

2 cloves garlic, minced

salt and pepper to taste

1/2 lemon, medium

2 tbsp. parmesan cheese (optional)

3 oz grilled chicken

(*or favorite protein source from included substitution list)

1. Preheat oven to 425 degrees.
2. Toss florets in small bowl with oil.
3. Top with minced garlic and season with salt and pepper.
4. Cook for 20- 25 minutes.
5. When floret tips are browned, remove from oven, squeeze lemon on top, and sprinkle with cheese if wanted.
6. Serve with your favorite protein source.

Nutrition info including chicken:

Calories: 392

Fat: 21g

Protein: 41g

Carbs: 15g



SMALL SNACK



CHOCOLATE PEANUT BUTTER CUP CHEESECAKE

- 1/2 c low-fat cottage cheese
- 1 scoop Chocolate IdealRaw Organic Protein
- 1 tbsp. natural peanut butter
- 3 tbsp. unsweetened almond milk (optional)
- 1/2 tsp. Truvia® Baking Blend

1. Combine all ingredients in blender until smooth. (*If too thick, add 1-3 tbsp. unsweetened almond milk for desired consistency)
2. Place in fridge for 30 minutes, or until cold, but not frozen.
3. Eat right away!

Calories: 264
Fat: 12g
Protein: 27g
Carbs: 14g

“CHEESY” POPCORN

- 2 c air popped popcorn
- 2 tsp. nutritional yeast flakes
- 1/2 tsp. paprika
- 1/2 tsp. salt
- 1 tsp. IdealRaw Organic Coconut Oil
- 1 scoop Chocolate IdealRaw Organic Protein
- 1/2 c unsweetened almond milk

1. Pop the popcorn according to the directions on the bag.
2. Melt the IdealRaw Organic Coconut Oil in a microwave for 20 seconds, then pour it over the popped popcorn and toss.
3. Add in salt, nutritional yeast, and paprika, and mix well!
4. Mix protein powder with almond milk and enjoy on the side!

Nutrition info including shake:

Calories: 265
Fat: 10g
Protein: 20g
Carbs: 25g

FAT BLASTING CHERRY SMOOTHIE

1 c unsweetened almond milk
1/2 c frozen cherries
1 scoop Vanilla IdealRaw Organic Protein
5 ice cubes
** Blend together

Calories: 195
Fat: 7g
Protein: 15g
Carbs: 15g



CHOCOLATE CHIP COOKIE DOUGH

1 scoop Vanilla IdealRaw Organic Protein
2 tbsp. PB2
3 tbsp. unsweetened almond milk
1 tbsp. dark chocolate chips
2 drops liquid stevia (optional)

1. Mix protein powder and PB2 in small bowl.
2. Add almond milk in one tbsp. at a time until you reach desired texture, and add stevia if needed!
3. Stir in chocolate chips and enjoy!

Calories: 241
Fat: 11g
Protein: 20g
Carbs: 18g



PEANUT BUTTER MOCHA SMOOTHIE

1 c unsweetened almond milk
1 scoop Mocha IdealRaw Organic Protein
1/2 tbsp. natural peanut butter
5 ice cubes
**Blend together

Calories: 212

Fat: 11g

Protein: 17g

Carbs: 7g

