



GaelicPerformance Nutritional Resource Manual

Building Champions Through Innovation



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Most nutrition companies use the following formula to make their business Model Work -

Complicate the Products so the end user is confused, and then sell them a load of products that they don't really need.

At GaelicPerformance, we were sick of companies selling in this way, so we decided to develop our own range of Nutritional Products with the Gaelic Games player in mind.

When we stripped everything away, we came to the following simple solution.

1. Develop a product players can take from time to time when they are not feeling fully energised for a tough training session or when this can happen in times of hard study, hard work, or changes in family life
2. Develop a product that players can consume during their training and matches, that will stop them from dehydrating, getting and getting cramp
3. Develop a product that players can take immediately after training and matches that takes advantage of the "Window of Opportunity" for refuelling immediately after training and matches. The sole purpose of this is to ensure that the player can train at a high level next session and prevent overtraining.
4. Develop a product that players can take after gym sessions, so that they get the most from each gym session

With these ideas in mind we developed our Before, During, After System and our Size and Strength product.

Players involved in Gaelic Games don't really need anything else.



Take 30 - 45 minutes before training or matches.

Before contains Caffeine and Beta Alanine, and will cause a slight tingling in the skin. This is normal.

Before will increase awareness and focus, speed up reactions, improve stamina and endurance, and counteract tiredness



Consume 500ml during each 30-45 minutes of Exercise.

During contains electrolytes and glucose, to help prevent fatigue, and reduces the chance of cramping. Very easy to consume during exercise.



Take immediately after intense training or matches.

IF YOU TAKE NO OTHER PRODUCT, EVERY PLAYER SHOULD AT THE VERY LEAST BE USING A RECOVERY PRODUCT

Players using GaelicPerformance AFTER have described the following effects

Not as sore the next day, Feeling more energetic at the next session, and getting fitter quicker.

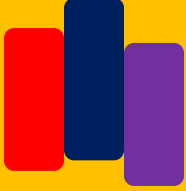


Take 30g immediately after gym sessions

This is a Whey Protein Supplement that can be used to help rebuild muscles after gym sessions.

This prepares the body quicker for the next session and helps the player to get bigger, faster and stronger.

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The Basics of Sports Nutrition

After natural talent and appropriate training, an adequate diet is known to be the next most important element for enhancing the training and performance of sports people.



An Introduction

The aim of this workbook is to examine sports nutrition and the GAA player in realistic and practical terms. The reality is that many GAA players don't understand what food to eat to improve performance, recover from intense training sessions and to prepare for match day demands. The benefits of a sound diet are most obvious with regard to GAA matches, where nutrition strategies help players perform their best by reducing or delaying the onset of factors that would otherwise cause fatigue. The daily diet plays a major role as it supply's athletes with the fuel and nutrients needed to optimise adaptations achieved during training and to recover quickly between workouts.



What is Sports Nutrition?

Sports nutrition is the nutritional guidelines involving primarily carbohydrate, protein, fats and fluid intake that are used to improve athletic performance. Optimal nutrition improves training, match performance and recovery from exercise.

Good sports nutrition programmes should:

- Improve body composition
- Improve overall health
- NB – Improve sporting performance

Reasons to follow correct nutritional strategies

- Delay** onset of fatigue
- Maximise** recovery
- Accelerate** recovery
- Combat** delayed onset muscle soreness
- May **prevent** injury
- Improves** immune function



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Diet Building

1 Eat every 2-4 hours

2 Eat complete, lean protein with every meal

To ensure optimal health and performance men should eat at least 40-60 g protein per meal. That's the equivalent of about 2 palm sized portions

3 Eat vegetables with each meal

The macronutrients that are present in vegetables are essential for physiological functioning

4 If fat loss is your goal, eat veggies and fruits with any meal, other carbs only after exercise.

When it comes to body composition change, carbohydrate timing is the single most effective strategy ever used to kick start fat loss in people. It also minimises fat gain in people gaining muscle. Eat and enjoy your carbs only after exercise.

5 Eat Healthy fats daily

About 30% of calories in the diet should come from fat. In practice can range between 20-40%. Fat type is more important than total fat amount or fat percentage. Ensuring that fat intake is balanced aiming for 1/3 saturated, 1/3 monounsaturated and 1/3 polyunsaturated. This will optimise performance

Food Type – Saturated fat eg animal fats (fat in eggs, dairy, meats, butter, cheese),

Monounsaturated fat eg. Olive oil, nuts

Polyunsaturated fats eg. Fish oil, nuts, vegetable oils

6 Don't drink beverages with more than 0 calories

Eliminate fruit juice, soda, coffees/teas full of cream and sugar and most other sugary beverages from your diet. While many believe that fruit juice is a healthy alternative to soda, fruit juices have little nutritional value.

However, remember that carb containing drinks are extremely important during or after exercise.



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Diet Building

7 Eat whole foods instead of supplements whenever possible

Food intake should come from high quality, largely unprocessed whole foods. No pill can come close to matching the nutrients and vitamins that fruit and vegetables contain.

8 Plan ahead and prepare food in advance


Very important as often busy training schedules and other commitments determine what food we eat. Its crucial to have a plan and if necessary prepare the food in bulk or the day before.

9 Eat a wide variety of food as possible

Most of us eat in very habitual manner, eating similar breakfasts lunch and dinners. Try to be invention and substitute your normal food for similar healthy alternatives.

10 Plan to break the rules 10% of the time

Rather than trying to be perfect, allow yourself to break the rules 10% of the time. Allow yourself little rewards for adhering to strict nutritional guidelines. Eg a bar of chocolate after a match etc...



“To eat is a necessity, but to eat intelligently is an art”



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The Basics

- A calorie is the unit of energy used in terms of energy intake and expenditure.
- 1 kilocalorie = kcal = calorie
- The energy content of most foods can be found on its food label
- Every item of food that is consumed provides energy and every movement of the body uses up energy.
- Achieving an energy balance is one of the most fundamental requirements for an athletes diet.

Food Types

Carbohydrate - needed for energy
4 kcal per gram

eg. Bread, potato, pasta, grains, sweets, fruits, soft drinks

Broken down into a sugar called glucose which is used directly as a “fuel” by the muscles

Protein – needed for building, maintenance and repair of cells

4 kcal per gram

eg. Meats, fish, eggs, cheese, beans, nuts

Fat - Needed in only small amounts but needed for many bodily processes

9 kcal per gram

eg. Some dairy products, dessert foods, mayonnaise, cooking oils



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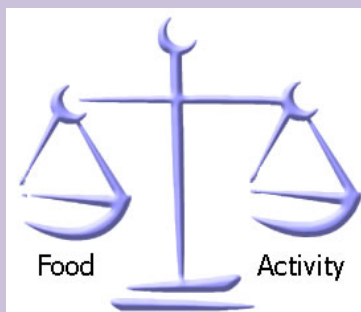
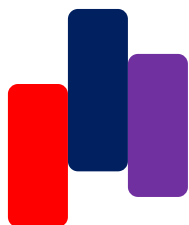
The Food Pyramid



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Energy Balance



The recommended average daily intake for a typical adult is 2000-3000 kcal

Every training session or match increases the amount of energy you expend. Therefore, in these instances you must increase your food intake proportionately.

Intense exercise, training and GAA performance results in

- Greater daily energy expenditure
- Increased carbohydrate usage
- Increased fluid loss primarily through sweating
- Increased requirements for certain vitamins and minerals

Therefore it is imperative that a player consumes sufficient energy and nutrients from food to ensure the body's ability to function optimally is not impaired.



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So what counts as a portion?

Many players don't understand what the recommended portion size is. Below is a simple chart of the foods and simple guidelines to the correct portion size.

Vegetables	3-5	1 portion 80g (about amount you can hold in palm of your hand) Broccoli, Cauliflower, carrots, Tomatoes, other vegetables
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Fruit	2-4	1 portion 80g (about the size a tennis ball) Apple, pear, banana, Peach, strawberries (8-10), grapes (12-16)
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Potatoes/Grains	4-6	1 portion about the size of a clenched fist) Bread (2 slices 60g) roll/ bagel/ wrap (1 item 60g), pasta/rice (5 tablespoons 180g) breakfast cereal (1 bowl 40-50g), potatoes (1 fist sized)
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Calcium rich foods	2-4	1 portion 200ml milk, milk, Yoghurt, cheese, tofu
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Protein-rich foods	2-4	1 portion size of deck of cards (70g), lean meat, poultry, fish, eggs (2), lentils, beans (5 tablespoons)
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Healthy fats and oils	1-2	1 portion 1 tablespoon nuts and seeds, seed oils, Nut oils, avocado
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Variety is important

It is important that a diet is varied to ensure that a balance is met for all vitamins and minerals. If not a situation may arise where certain energy-dense foods are not always nutrient-dense

- The most common reasons for a lack of variety include:
- Eating convenience foods
- Not eating enough fruit or vegetables
- Eating the same foods at the same time each day
- Inability to prepare different dishes/recipes



Tips for increasing variety

- Include wholesome cereals such as wholemeal, multi-grain or seeded breads, fibre rich cereals, brown rice and wholemeal pasta
- Select a wide variety of fruit and vegetables
- Add range of colourful vegetables to stir fry and meals – the more colour the better
- Include salad/vegetable choices in sandwiches
- Very important is to PLAN. Plan ahead so that you don't have to rely on take-aways when you are busy with work, study and training.

Daily Meal Timing

In order to achieve high intakes of energy and carbohydrate you must eat at regular intervals throughout the day.

The order and size of the each meal is not particularly important. Judge when and what is required depending on your training schedule.

There should be at least 5 and anything up to 9 eating occasions on a day. As a rule of thumb this will typically involve 3 major meals with rest incorporating snacks.



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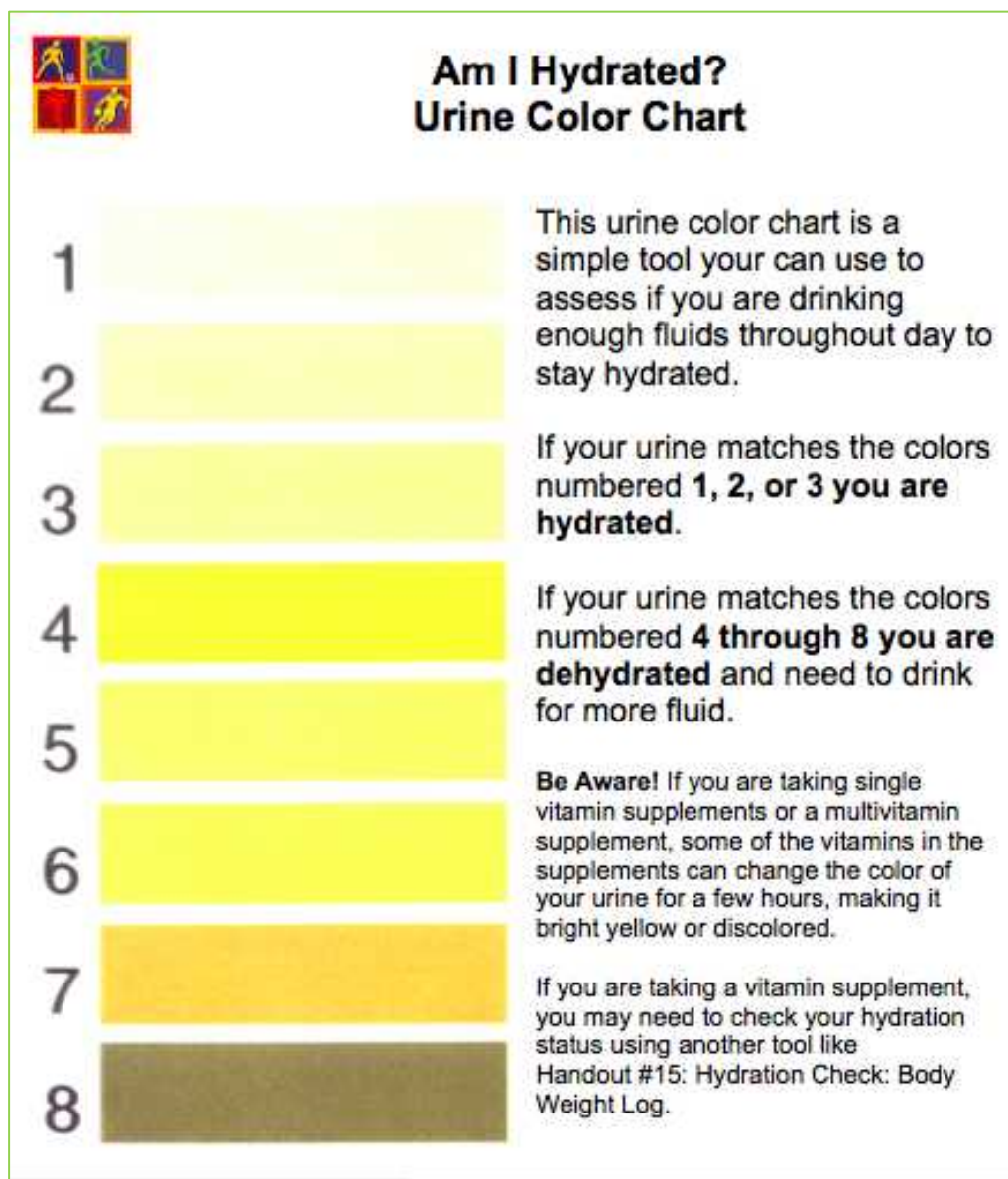
Hydration and the GAA player

- ❑ Dehydration and loss of body fluids will have an adverse affect on your physical performance. Training will be much harder and you will suffer fatigue sooner.
- ❑ Sweating is a major route of fluid loss through the skin .
- ❑ Normal daily intake is approx. 2 litres
- ❑ More is needed for a sportsperson approx. 4 litres depending on amount of training and sweating done during training.
- ❑ Any form of physical work or activity will increase this again such as warm offices, air conditioned labs, building sites etc
- ❑ Tip: The easiest way to ensure adequate of fluid consumption is to fill a **2 litre** bottle of water at the start of each day and try fill it up half way through the day again.
- ❑ Pee Test – simply check your colour of urine with the chart displayed below to check your hydration status.
- ❑ GaelicPerformance DURING helps to ensure that players stay hydrated during intense exercise



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A sensation of thirst indicates that you are already more than 1% dehydrated. This subsequently leads to decreases in performance

Common signs of dehydration include nausea, dizziness, irritability, cramps, unusual fatigue, dry mouth, muscle soreness, decrements in performance

Don't forget – All fluids count towards your daily intake: water, milk, juice soft drinks, sports drinks however, remember that some are better than others



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Hydration - Before training/matches

Your main priority is to insure that you are well hydrated before exercise. Training or playing matches in a dehydrated state will affect your performance and leave you at a competitive advantage.

Ensure urine colour is clear

Try to avoid tea/coffee if possible 4 hours prior to throw-in

A good guide is try to drink 1 litre of water with breakfast and a half litre every 2 hrs prior to throw in

It is recommended that you drink between 450 ml 20 mins before training

It is recommended that you use an Isotonic Formula like GaelicPerformance During Powder.



Hydration - During exercise

As soon as you start exercising you will lose fluid so aim to offset fluid losses by drinking at regular intervals.

Try to drink approximately 800ml per hour. This is approx 150-200ml every 15mins.

It is recommended that you drink cool drinks (15-22°C) as they are more palatable



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After exercise - Rehydration

Dehydration leads to mental and physical fatigue and increases the chances of certain injuries and an increase in body temperature which negatively affects performance. Therefore it is vital that an athlete takes rehydration seriously.

Guidelines to follow:

- For every kg of weight lost through training, 150% must be replaced. Therefore, if a player loses 2 kg of body weight you must replace it by 3 litres before full hydration status is achieved
- This volume should be consumed 4-6 hours post training or as much as you feel comfortable with

Method to assess your water loss from training

- Get weighing scales
- Weight yourself in minimal clothing before training
- Weight yourself in similar clothing post training
- The difference in kg equates to the amount of litres lost



Sports Drinks

Some players prefer fluid intake in the form of isotonic sports drink: Lucozade Sport(€2.00 per serving), Club Energiser(€2.00 Per Serving), GaelicPerformance During(€0.50 per Serving)

Sports drinks can benefit your performance during any training session or match situation lasting longer than 1 hour

Sports drinks come as 6% carbohydrate solutions. Some players find these too sweet -

GaelicPerformance During can be mixed to the preferred concentration of the player.

This makes it a better alternative to traditional Sports Drinks



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Summary

- It's critical that a player replaces sweat losses and provides added carbohydrate
- Fluid is the most important, then carbohydrate
- Remember from beginning of the warm-up until the end of the game usually lasts around 2 hours
- Try to begin the match in a hydrated state
- Try to drink 450ml of water 20 mins before throw-in/training
- Try to consume approximately 150ml of water every 15 mins if possible
- Remember to replace 150% of the fluid you have lost. 1kg = 1.5 litres
- Use an Isotonic Formula to ensure you stay hydrated



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Fuelling before, during and after exercise

- Loss of fluid and reduction in body's carbohydrate stores are the two major causes of fatigue in Gaelic Games
- Carbohydrate is the most important fuel for Gaelic Football but the supply is limited

Pre-match Meal

As a rule of thumb, try to eat a high carbohydrate meal on the day prior to competition

In 6 hrs before, eat 2-4g/kg body weight

Therefore a 12st player must eat 150-300g carbohydrate

This can be easily achieved in two light meals

Your last meal before playing should be between 2 and 4 hours prior to throw in.

If you must eat close to throw in you, you should eat easily digestible foods like bread, jaffa cakes, sugary sweets

If you eat further away it is ok to eat a larger meal of pasta/rice, vegetables and meat.

Recommendation – if the game is at 2pm try to fit in two meals that day prior to the game. This further increases your chances of delaying onset of fatigue

A rough guideline for carbohydrate intake is between 150-250g on the morning of a match, with increasing quantities depending on how late throw-in is.

Tip - Experiment in training what works best for you

Very Often it is difficult to ensure that you get your eating right before training and Matches. GaelicPerformance have developed a Before Supplement to ensure that you are at your best, no matter what the situation is.



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Pre-training meals

2-4 hours before exercise

- Sandwich/roll/bagel/wrap filled with chicken, fish, cheese, egg and salad
- Baked potato with beans, cheese, tuna, coleslaw or chicken
- Pasta with tomato pasta sauce, cheese and vegetables
- Chicken with rice and salad
- Vegetable stir fry with noodles/rice
- Chicken and vegetable casserole with potato
- Porridge made with milk
- Wholegrain cereal



Pre-training snacks

1-2 hours before exercise

- Fresh fruit
- Dried dates/raisins
- Smoothie (home made or ready bought)
- Yoghurt
- Shake (homemade or meal replacement shake)
- Energy or nutrition bar
- Cereal bar/breakfast bar
- Fruit juice
- GaelicPerformance Before



After exercise

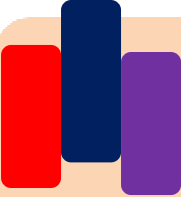
Player should eat as soon as possible after training

- High carbohydrate meal within the first 30mins. Avail of the *window of opportunity* where recovery can be accelerated and optimised
 - Make sure to consume a combination of fluids and solid foods in the initial recovery period
- A recovery drink (combination of carbohydrate, protein and electrolytes) is the best option. **GaelicPerformance AFTER provides a mix of the above in the proper proportions, for optimum Recovery. Most players miss the window of opportunity when left to themselves.**
- Recovery is vital within this period and will be crucial in influencing performance in next training session/match.
 - Be aware that the recovery process begins after training and may last anything between 24-72 hrs depending on duration, intensity and time of season of training.
 - Eating Sufficient Calories during this period is vital



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The ***window of opportunity*** is the first 30-60 minutes post training/matches when the body's muscles can enhance nutrient absorption and accelerate recovery. This window of opportunity is seen as a chance for the player to supply the muscles with nutrients so they can adapt to and recompensate to a higher fitness level. Inability to take advantage of this window can lead to staleness, inability to increase training intensity, fatigue and in some cases injury.

It is essential that you consume a Recovery Drink , especially if it will be some time before your next meal. This helps prevent over training and staleness, and helps prevent against injury.



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Influence of training *time* and training *type*

What and when you eat can often be determined by your training schedule. If you are serious about preparation for training and competition then meal times must be carefully selected to allow for optimal performance.

- Field based training – 1-2 hours prior to
- Gym training – can be between 15-60 mins

To ensure accelerated recovery (window of opportunity) and subsequent optimal performance, ensure that you take a recovery drink

- Field based – immediately after, high carbohydrate and protein (GaelicPerformance AFTER)
- Gym training – immediately post workout – high energy with high protein content(GaelicPerformance SIZE AND STRENGTH



Gym sessions

Widespread of protein supplementation has considerable scientific backing post workout. Has been proven that protein supplementation can reduce protein breakdown in muscles and facilitate skeletal muscle growth.

Pre workout meal

Typical recommendations are to eat 30-50g carbohydrate, 5-10g protein immediately before a gym session.

Post workout meal

Typical recommendations are to eat 80-120g carbohydrate and 20-40g protein post workout.



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Simple scientific knowledge of the physiological process of recovery

Gaelic Football, although it still holds an amateur status the sport is increasingly becoming more professional with coaches and players alike constantly searching for new techniques and sports science advice in order to gain an edge over competitors. An area that is constantly evolving is the area of recovery. Players spend more time in recovery than they do in training therefore it is important that correct procedures are in place to allow sufficient recovery from high intensity exercise and optimal subsequent performance. It is believed that **12%** of training done is wasted by what athletes eat when they go home from training.



Scientific Background and Insight

Muscle glycogen is the primary fuel source used during GAA matches and training. After intense strenuous exercise such as training or games glycogen stores become depleted and players become fatigued. Therefore it is believed that for optimal performance high pre-exercise muscle glycogen levels must be attained. Think of glycogen as your “fuel” for the car. If you have no “fuel” the car won't move. Same applies with glycogen stores and the athlete. The athlete will not have “fuel” to perform at a high level if correct nutritional strategies are not in place. At the moment within the sporting arena, recovery drinks such as GaelicPerformance AFTER Recovery Drink are the first line of recovery.



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Meal Plans

Club Sandwich

2 slices of wholemeal bread, toasted
1 tablespoon of low fat mayo
Some lettuce and tomato
150g of chicken/turkey-white meat only
1 slice of reduced fat cheese
50g shaved ham

Analysis per serving

Energy	496
CHO (g)	56
Protein (g)	33
Fat (g)	15



Chilli Chicken and Rice

1 onion, fine sliced
300g chicken mince
2 teaspoons minced garlic
1 red pepper, fine chopped
1-2 tablespoons sweet chilli sauce
1 cup of long grain white/brown rice
Some iceberg lettuce

Add oil to a frying pan and heat. Add the onion and cook for 2 mins. Then add the chicken mince and garlic until browned. Add the pepper and cook for 3 mins more, stirring frequently. Add the sweet chilli sauce and allow to simmer for 5 mins.

Analysis per serving

Energy (kcal)	385
Carbohydrate (g)	67
Protein (g)	21
Fat (g)	4



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Oven baked chips (the healthy way to enjoy chips)

Olive oil

2 potatoes, 250g each, scrubbed and clean



Pre-heat oven to 230°C. Lightly add some oil to baking trays. Cut potatoes into thin slices (about 3mm thick). Place on tray in a single layer. Spray very lightly with oil. Bake for 25-30 mins until crisp and golden brown. Depending on the oven, be careful that the chips don't stick to the baking tray. If they do peel off with a butter knife.

Analysis per serving

Energy (kcal)	428
Carbohydrate (g)	66
Protein (g)	12
Fat (g)	12

Spaghetti bolognese

1 onion and some garlic chopped

200g of lean beef mince

200g mushrooms, sliced

1 pepper sliced

825g of can crushed tomatoes

2 tablespoons of tomato paste

250ml of beef stock

500g of spaghetti



Add oil to the pan and heat. Add onion and heat over medium heat for 3 mins. Add garlic, then the beef mince and cook for approx. 5 mins. Then add the mushrooms, crushed tomatoes, tomato paste and beef stock. Bring to the boil and allow to simmer for a few minutes stirring regularly. Add pasta to the contents of the pan after about 10 mins and serve.

Analysis per serving

Energy (kcal)	625
Carbohydrate (g)	95
Protein (g)	37
Fat (g)	10



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Chicken and vegetable stir-fry

250g of thin egg noodles
1 chicken breast chopped
Some garlic and 1 small onion
1/2 red and 1/2 green pepper
60ml of plum sauce (1/4 cup)
2 tablespoons of sweet chilli sauce
80ml of chicken stock (1/3)



Cook the noodles in boiling water for 5 mins until tender. Drain well then toss with a little oil to prevent sticking. Set aside. Add oil to a frying pan/wok and then heat. Add the chicken and cook until browned and then set aside. Reheat the wok, and add the garlic and the onion until soft. Add the peppers and stir-fry for about 3 mins or until soft. Add the sauces and the stock and bring to the boil.

Analysis per serving

<i>Energy (kcal)</i>	584
<i>Carbohydrate (g)</i>	86
<i>Protein (g)</i>	44
<i>Fat (g)</i>	6

Fruit Smoothie

250ml milk (1 cup of skimmed milk)
200g of low fat yoghurt
Any two of the following fruit:
1 large ripe banana
½ cup of strawberries/blueberries/raspberries
Put all ingredients into a blender.



Analysis per serving

<i>Energy (kcal)</i>	217
<i>CHO (g)</i>	36
<i>Protein (g)</i>	16



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Meal Plans

The Food Exchange Test

Aim: Simply write down the meals and snacks that you have eaten over the last two days. For each meal try and write down a healthy alternative to this meal. Now the next day try and follow your own instructions.

The Food Exchange Test

MEAL	YOUR MEALS	ALTERNATIVE HEALTHY MEAL
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Breakfast

Snack

Lunch

Snack

Dinner

Snack

Other



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Carbohydrate Sources

It's understandable that some players don't know how much carbohydrate is contained in each item of food. Here is a list of some of the carbohydrate foods that you may eat to help you as a guide.

50g of carbohydrate is provided by the following foods

- 1-2 cups breakfast cereal + skimmed milk
- 2 cups of cooked porridge with milk
- 4-5 weetabix biscuits
- 2 english muffins
- 3-4 slices of bread
- 2-3 slices of thick sliced bread
- 250-300ml of fruit smoothie
- 200g of yoghurt + cereal/breakfast bar
- 60g sports bar + 250ml sports drink
- 2 potatoes
- 2 cups of pasta
- 1 cup of rice
- 1 mid-sized tin of baked beans
- 2 cups of fruit salad
- 2 slices of toast with jam
- 2 Mexican wraps
- 2 handfuls of raisins
- 1 ½ pack of wine gums
- 1 ½ Turkish delight
- 5-6 jaffa cakes
- 2 bananas



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Sneaking calories out of a players diet

Often players following strict diet regimes still find it hard to shift that extra bit of weight. A common misconception is that players must starve themselves in order to loose that extra bit of fat. Often there is a simple substitute that will allow the player to eat the same amount but take in less calories. Here are a few foods that we can substitute to help sneak calories out of your diet.

Dairy – Whole fat (more calories) vs. low fat (fewer calories)

Cooking oils – A few tablespoons of cooking oil or butter (more calories) vs. cooking spray (fewer calories)

Snack foods – Beware of the snack foods. Its very easy to snack yourself to an extra few hundred calories with crisps, nuts with even noticing it.

Dressings and sauces – these can easily increase the calorie content of your meal by 50% or more if your not careful. Good if you want to gain wait but bad if you want to lose it.

Eggs – Whole eggs and yokes (more calories) vs. whites only (fewer calories)

Meats – Extra lean (95% lean) vs. regular fat (70% lean) can triple your calorie intake in a given meal. 100g of extra lean beef is only 110 calories vs. 330 calories for regular fat beef. And you probably would feel any fuller after eating the 70% lean vs. the 95% lean.

Some additional guidance to rid fat from the diet

- Grill, bake, boil, steam, poach foods instead of frying
- Use minimal amount of cooking oils to lubricate cooking pans
- Roast potatoes + veg using spray oil
- Avoid adding butter, margarine or mayo to veg, potatoes, pasta
- Remove all visible fat from meat
- Drain fat from mince
- Used reduced fat/low fat spread (one low in saturates)
- Use semi-skimmed milk instead of full fat
- Keep hidden sources of fat to a minimum. Particular foods to watch are pastry, pies, biscuits, cakes and meat products such as sausages and burgers.
- Choose low fat oven chips or make bake your own (see recipe sections)



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Tips for the Diet

Tips for reducing salt from diet

- Avoid adding salt directly to food
- Choose breakfast cereals with care. Compare labels and choose product with the lowest sodium content.
- Reduce or avoid salt in cooking. Substitute with herbs, spices, garlic etc.
- Use fewer processed foods from jars, cans, packets and cartons.
- Avoid high salted foods eg cheese, crisps, savoury snacks, salted foods (salted peanuts) smoke fish, preserved sausage (salami)



Tips for increasing fibre intake

- Eat more wholegrain bread or high fibre white bread
- Eat wholegrain breakfast cereals or those that contain bran or oats
- Eat more brown rice and whole-wheat pasta
- Eat more fresh fruit and vegetables



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Shopping List – One week shopping list

For those players that are at college or living away from home Monday to Friday here is a guideline of some of the foods that should be in your shopping trolley

- 750g of wholewheat cereal
- 2-3 litres of milk (low fat or semi-skimmed)
- 1-2 loaves of wholegrain brown bread
- 10 items of fruit (apples, bananas, oranges)
- punnet of mushrooms
- 2 onions
- head of lettuce
- 1-2 tomatoes
- broccoli
- 3 carrots
- 1 can sweetcorn
- low fat cheese
- ½ dozen eggs
- 1 can of tuna
- 1 pound of mince
- 2 packet off baked beans
- chicken breasts
- Jars of sauce for bolognese, chilli
- 500g of pasta
- 500g of brown rice
- low fat yoghurt
- jaffa cakes
- Low fat butter
- Low fat mayonnaise
- Packet of ham, chicken or turkey



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Menu 1

Here is an example of a daily meal plan that provides approx 2500kcal per day

	Kcal
Breakfast	
2 slices of wholegrain toast	174
1 carton low fat yoghurt	135
30g Protein Shake	
3 Fish Oil Tablets	
Mid-morning snack	
2 apples ⁹⁴	
1 cereal bar	154
Lunch	
1 large baked potato (225g)	306
Chopped cooked chicken (70g)	103
Sweetcorn (125g)	153
Bowl of salad (125g)	15
3 Fish Oil Tabs	
Mid-afternoon	
1 cereal bar 33g	98
Workout	
500ml juice and 500ml water	180
Post-workout meal/shake	
1 protein/recovery shake	300
Dinner	
1 portion grilled salmon (175g)	308
1/3 plate of brown rice	300
1 portion of vegetables	
Evening snack	
Protein Shake	<u>191</u>
Total	<u>2511 kcals</u>



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Gaelic Players' - Nutritional Resource Manual

Menu 2

	Kcals
Breakfast	
1 bowl of muesli (60g)	220
200ml skimmed milk	66
1 glass orange juice (150ml)	54
30 g Protein Shake	
Mid-morning	
1 banana	95
1 cereal bar	98
Lunch	
1 bagel (90g)	241
Low fat cheese	98
Diced chicken	120
Mixed salad	15
Oil/vinegar dressing	99
3 Fish Oil Tablets	
Mid-afternoon	
1 orange	59
1 low fat yoghurt	135
Workout	
500ml juice 500ml water	180
Post-workout	
1 protein/recovery shake	300
Dinner	
1 portion grilled chicken (120g)	176
1/3 plate pasta	296
1 large portion broccoli (125g)	30
1 large portion carrots (125g)	30
pasta sauce (30g)	
3 Fish Oil Tabs	84
Evening snack	
1 slice wholegrain toast	87
1 banana	95
Protein Shake	



Total

2578 kcals

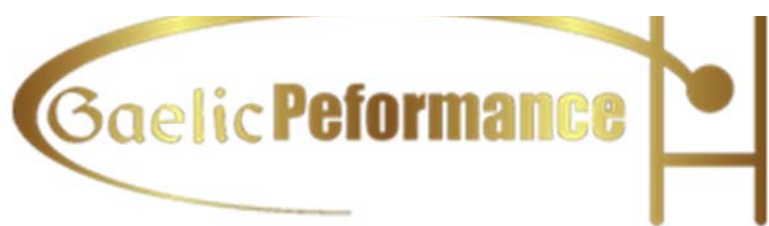
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Menu 3

	Kcal
Breakfast	
1 glass orange juice	54
2 slices wholegrain toast	174
2 scrambled eggs/poached eggs	160
3 Fish Oil Tabs	
Mid-morning	
1 banana	95
1 portion (85g) red grapes	48
Lunch	
1 wholewheat pitta bread	174
2 slices turkey/chicken	74
Light mayonnaise	80
1 bowl of salad	15
Cereal bar	99
Glass of milk	91
3 Fish Oil Tabs	
Mid-afternoon	
1 orange	59
1 carton low-fat yoghurt	135
3 jaffa cakes	138
Workout	
500ml juice 500ml water	180
Post-workout	
Recovery drink	300
Dinner	
Spaghetti bolognese (see meal plan section)	625
Evening Snack	
Protein Shake	95
Total	2596





Building Champions Through Innovation

Most nutrition companies use the following formula to make their business Model Work -

Complicate the Products so the end user is confused, and then sell them a load of products that they don't really need.

At GaelicPerformance, we were sick of companies selling in this way, so we decided to develop our own range of Nutritional Products with the Gaelic Games player in mind.

When we stripped everything away, we came to the following simple solution.

1. Develop a product players can take from time to time when they are not feeling fully energised for a tough training session or when this can happen in times of hard study, hard work, or changes in family life
 2. Develop a product that players can consume during their training and matches, that will stop them from dehydrating, getting and getting cramp
 3. Develop a product that players can take immediately after training and matches that takes advantage of the "Window of Opportunity" for refuelling immediately after training and matches. The sole purpose of this is to ensure that the player can train at a high level next session and prevent overtraining.
 4. Develop a product that players can take after gym sessions, so that they get the most from each gym session
- With these ideas in mind we developed our Before, During, After System and our Size and Strength product. Players involved in Gaelic Games don't really need anything else.



Take 30 - 45 minutes before training or matches.

Before contains Caffeine and Beta Alanine, and will cause a slight tingling in the skin. This is normal.

Before will increase awareness and focus, speed up reactions, improve stamina and endurance, and counteract tiredness



Consume 500ml during each 30-45 minutes of Exercise.

During contains electrolytes and glucose, to help prevent fatigue, and reduces the chance of cramping. Very easy to consume during exercise.



Take immediately after intense training or matches.

IF YOU TAKE NO OTHER PRODUCT, EVERY PLAYER SHOULD AT THE VERY LEAST BE USING A RECOVERY PRODUCT! Players using GaelicPerformance AFTER have described the following effects

Not as sore the next day, Feeling more energetic at the next session, and getting fitter quicker.



Take 30g immediately after gym sessions

This is a Whey Protein Supplement that can be used to help rebuild muscles after gym sessions.

This prepares the body quicker for the next session and helps the player to get bigger, faster and stronger.

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Notes:



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