

# The Paleo Primer—Our Secrets to Get You Started and Keep You Going!

Eat like a caveman? Sounds crazy, right? Well, that's the premise behind the increasingly popular Paleo diet. Advocates of the diet suggest that our bodies are genetically programmed to thrive on a high-protein diet complemented by fresh vegetables and fruits—foods that could be hunted and gathered during the Paleolithic era (hence the word “Paleo”).

More and more evidence supports the idea that processed foods and grains are contributors to modern diseases like type 2 diabetes and heart disease. Paleo proponents say returning to a caveman-like diet could help improve overall health.

Those who have been on the Paleo diet also say that once all the refined sugar and dairy are cut from the diet—about two to three months in—their level of energy is noticeably higher than before, so they're even more motivated to work out and follow a Paleo diet, all part of the lifestyle.

But it can be hard to sort through how the Paleo diet works, let alone how to get started. Not to worry. We know that making changes, especially involving food, can be challenging.

The key to success is to start small and build on your success. Here are our tips to get you—and your family—headed in the right direction. Before you know it, you'll be feeling healthier and happier all the way around.

# Paleo 101

## What the Paleo Diet Is.

The Paleo way of eating mimics the diet of ancient populations and consists of grass-fed, pasture-raised meats; free-range eggs; wild-caught sustainable seafood; and an abundance of fresh vegetables and fruits. The lifestyle promotes a diet of whole foods, limits processed and refined foods, and excludes dairy, grains and legumes.

## What the Paleo Diet Isn't.

You don't have to live in a big city or near a gourmet market to have success. The Paleo diet works regardless of where you live, and the majority of the needed ingredients can be found at your local grocery store—even at the large national discount stores.

## It's More Than a Diet—It's a Lifestyle.

Our bodies are not meant for diets just as much as they are not meant for binge-eating chips and drinking soda. Dieting often feels like the right way to lose weight as we prepare for an upcoming moment, but with diets, you often see big gains and loses. For many of us, we are often too focused on the short-term to see the bigger picture.

Paleo is more than a diet; it's also about working out in a way that uses the entire body (which is why CrossFit-style workouts go hand-in-glove with the diet).

It's the perfect balance for people looking to live a healthy, sustainable lifestyle.

# Benefits of Paleo

## 1 Weight Management

A diet high in protein-rich meats and eggs and fiber-rich fruits and vegetables helps stabilize your blood sugar and curb cravings with fewer calories.

## 2 Improve Overall Fitness

Popular among strength-training enthusiasts and high-intensity athletes, the Paleo diet is power-packed with protein, healthy fats and complex carbohydrates that advocates claim maximize performance in the gym.

## 3 Lasting Energy

Sidestepping refined carbohydrates and caffeine avoids the dreaded "afternoon slump" by keeping you energized throughout the day.

You don't have to cook fancy or complicated masterpieces—just good food from fresh ingredients.

- Julia Child

# Paleo Do's & Don'ts

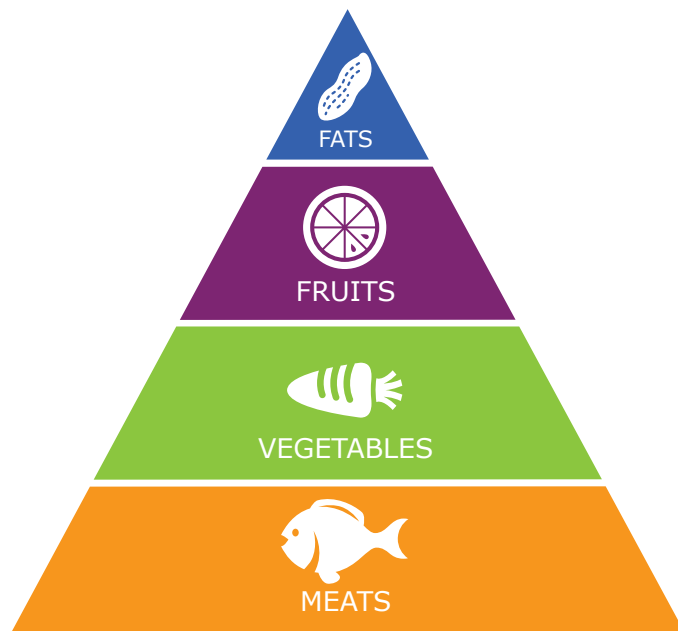
## What Can I Eat and Not Eat?

### Allowed

- \* Meat, Fish, and Shellfish
- \* Eggs
- \* Tree Nuts and Seeds
- \* Fresh Vegetables
- \* Fresh Fruits
- \* Healthy Fats

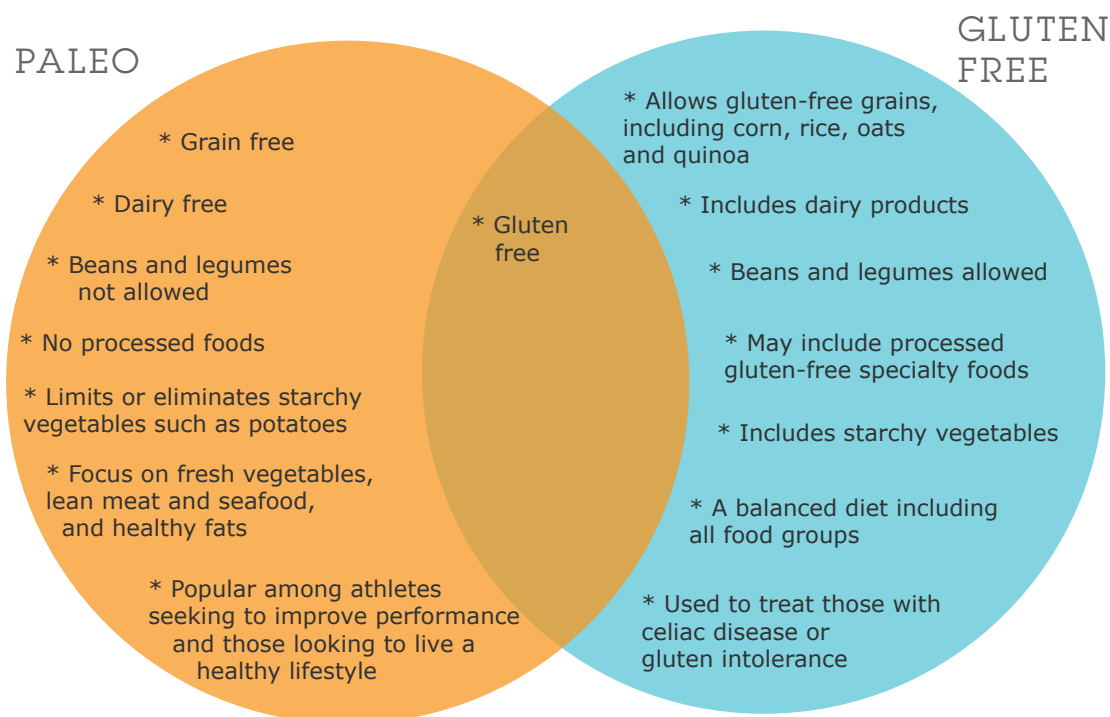
### Not Allowed

- \* All Processed Foods
- \* Grains
- \* Dairy
- \* Sugar
- \* Legumes
- \* Potatoes
- \* Processed Oils
- \* Alcohol



## Paleo vs. Gluten Free

Did you know that the Paleo Diet is gluten free and dairy free? Everything that is Paleo is also gluten free, but not everything that is gluten free is Paleo. Check out our side-by-side comparison for a simple breakdown.



# Paleo Pantry Staples

Whether you're new to the Paleo diet or pondering making the switch to it, we know how hard it can be to stock your pantry with the right ingredients. Let's face it, it can be a pretty intimidating task, especially because most of the things you currently stock are likely NOT Paleo approved. Our number one suggestion: Be diligent when shopping, and carefully check labels for things like sugar, chemicals, and gluten.

But before you get started, clean out your fridge and pantry. Here's what you should toss:

- \* All processed foods: cookies, crackers, soda, cereal, desserts
- \* Grains: rice, pasta, bread, oatmeal
- \* Dairy: milk, yogurt, ice cream, cheese
- \* Alcohol

By removing all of the prohibited foods from your kitchen, you'll remove the temptation to stray from your new healthy eating style. If you don't have it, you won't eat it! Once you've gotten rid of all of the non-Paleo foods, restock your kitchen with all of the Paleo-friendly foods you need.

## Pantry Staples

- Coconut Oil
- Olive Oil
- Coconut Milk
- Almond Meal
- Coconut Flour
- Almond Butter
- Dried Unsweetened Fruit
- Variety of Nuts and Seeds
- Wide Variety of Spices and Dried Herbs
- Organic Chicken and Vegetable Broth
- Coffee
- Tea

## Meat & Protein

### Meat & Poultry

- Bacon
- Beef
- Bison
- Chicken
- Duck
- Lamb
- Pork
- Turkey
- Veal
- Venison

### Seafood

- Anchovies
- Cod
- Crab
- Flounder
- Grouper
- Salmon
- Sardines
- Scallops
- Shrimp
- Trout
- Tuna

### Dairy Case

- Eggs

## Produce

### Vegetables

- Broccoli
- Brussels Sprouts
- Cabbage
- Carrots
- Cauliflower
- Celery
- Cucumbers
- Eggplant
- Greens
- Lettuces
- Mushrooms
- Onions
- Peppers
- Radishes
- Squash
- Sweet Potatoes

### Vegetables

- Apples
- Bananas\*
- Berries
- Melons
- Grapefruit
- Kiwi
- Lemons
- Limes
- Mango\*
- Oranges
- Peaches
- Pears
- Pineapple\*
- Plums
- Tangerines
- Tomatoes

\* These should only be eaten in moderation

# 5 Tips for Paleo on a Budget

## 1 Create a Budget

Just having a plan can save you hard-earned dollars. Each week, take stock of what you already have, so you'll know what you really need and what you really don't. The same goes for your grocery budget—if you plan ahead of time and use a Paleo shopping guide, you're more likely to stick to a certain price point.

## 2 Plan Your Meals

Look at your local grocery store's specials, and then create your meal plan and grocery list based on those sale items. Start by focusing on the meats that are on sale, because meats will be the highest portion of your grocery spending on a Paleo diet. To take the stress out of the process, eMeals has created an ongoing weekly Paleo Plan with recipes and grocery lists already laid out.

## 3 Buy in Season

Check out our [printable seasonality chart](#), and put it on your fridge as a reminder. Shopping in season is a great way to save money, especially if you stock up through freezing items. To take advantage of berries when they are on sale, buy in bulk, wash them, pat them dry, lay them out on a baking sheet and then freeze them. Once frozen, transfer the berries to a freezer bag.

## 4 Load Up on Sales

When a staple item like frozen vegetables, turkey bacon, tuna or canned coconut milk goes on sale, stock up big time! Most stores have their ads available online and will email them to you weekly. It makes it easy to quickly check sales before you go shopping.

## 5 Buy in Bulk

Many times when you stock up on things like nuts and dried fruits from the bulk bins, it is a lot cheaper than buying it in a pre-packaged form. Instead of going for the convenience of throwing a bag of something in your cart, take a few moments to browse the bulk section and watch the savings add up!

# Success Stories

We love hearing and seeing the life changing impact eMeals (specifically Paleo in this case) can have on our lives. Here are two stories that provide inspiration to us all!

## 1 Couple Loses 120 Pounds on Paleo Meal Plan

Tara and her husband really wowed us with their weight loss story. Their story provides a little insight into how eMeals makes their family's life a little easier and how it has helped them to collectively lose 120 pounds!

"eMeals Has made it so easy for my wife and I to adopt the "Paleo lifestyle," especially when it comes to planning our meals and shopping for groceries. In the past 18 months, I've lost more than 100 pounds. My physician along with friends and family would like to write letters to eMeals thanking them for helping us along this path."

- Mike Smith

[Read the full story](#)

## 2 Cancer Scare Leads to Healthier Lifestyle

And the desire to eat healthy. Often times, it takes challenging circumstances to prompt us to make big changes in our lives.

"When we started using the eMeals Paleo Meal Plan three years ago we also caught flack from people thinking we were putting our kids on a diet. But the nutrient dense food they eat is so much better for them than packaged, sugary snacks and processed foods. Now my friends are amazed that I cook every night and have stuck to Paleo for this long. I admit, our motivation is strong, having dealt with childhood cancer. But with a bit of planning, it is so doable and takes stress out of wondering each day what is going to be for dinner."

- Amanda Knerr

[Read the full story](#)



## BREAKFAST

### Baked Eggs and Avocado



#### Ingredients

- \* 4 ripe avocados
- \* 8 large eggs
- \* 1 teaspoon each salt, pepper and paprika

#### Cooking Directions

1. Preheat oven to 425°F. Cut avocados in half lengthwise, and remove pits.
2. Using a spoon, scoop out a little of the avocado to create a deeper well for the egg. (Do not remove the skin from the avocado.) Balance each avocado half in a muffin pan cup to make it level.
3. Crack 1 egg into each avocado half. Sprinkle with salt, pepper and paprika.
4. Bake 15 minutes for soft-set eggs or 20 minutes for hard-cooked eggs.

## BREAKFAST

### Banana-Walnut Pancakes



#### Ingredients

- \* 4 large ripe bananas, cut up or mashed
- \* 8 large eggs
- \* 1 tsp pure vanilla extract (optional)
- \* ½ tsp baking powder
- \* Pinch of salt
- \* 1 cup chopped walnuts
- \* Coconut oil cooking spray
- \* Pure maple syrup (optional)

#### Cooking Directions

1. Combine bananas, eggs, vanilla (if using), baking powder and salt in a blender. Cover and blend until well mixed. (Blender will be full.) Stir in walnuts.
2. Spray a large nonstick skillet or griddle with coconut oil cooking spray, and heat over medium heat. For each pancake, pour about ¼ cup batter onto hot skillet; cook until tops are covered with bubbles. Flip and cook 30 seconds to 2 minutes longer or until done.
3. Drizzle with pure maple syrup, if desired.

Makes about 18 pancakes.

## LUNCH

### Beef and Veggie Stir-Fry



#### Ingredients

- \* 1 lb fresh asparagus, ends trimmed
- \* ¾ lb top round steak, cut into thin strips
- \* 3 Tbsp almond flour (or other desired flour)
- \* ¼ cup coconut aminos soy-free sauce
- \* 3 cloves garlic, minced
- \* ¼ tsp crushed red pepper
- \* 2 Tbsp coconut oil (or other desired oil)
- \* 4 carrots, sliced diagonally
- \* 1 red bell pepper, thinly sliced
- \* ½ cup sliced fresh mushrooms (optional)
- \* 4 green onions, sliced

#### Cooking Directions

1. Cut asparagus into 1-inch pieces. Toss steak strips in almond flour. Mix coconut aminos, ¼ cup water, garlic and red pepper flakes.
2. Heat oil over medium-high heat in a large skillet or wok; add beef and carrots. Stir-fry 4 minutes; add sauce mixture, and stir-fry 1 minute.
3. Add asparagus, bell pepper and mushrooms; stir-fry 3 to 5 minutes or until meat is tender. Sprinkle with green onions. Serve hot, or refrigerate overnight and reheat briefly the next day.

## LUNCH

### Sausage-Apple Skewers



#### Ingredients

- SALAD:
- \* 4 slices bacon
  - \* 1 (12-oz) pkg broccoli florets
  - \* 2 tsp Dijon mustard
  - \* 6 Tbsp extra virgin olive oil
  - \* 2 Tbsp white wine vinegar
  - \* ¼ tsp garlic salt
  - \* ¼ tsp lemon pepper
  - \* 1 pint grape tomatoes (cut into quarters, if desired)
  - \* ¼ red onion, finely chopped
- SKEWERS:
- \* 8 already cooked chicken-apple sausage links
  - \* 2 large sweet red apples
  - \* 1 Tbsp lemon juice

#### Cooking Directions

1. Cook bacon in a large skillet over medium-high heat until crisp; crumble.
2. Microwave broccoli according to package directions.
3. Whisk together mustard, oil, vinegar, garlic salt and lemon pepper.
4. Combine broccoli, bacon, tomatoes and onion in a bowl; drizzle with vinaigrette, tossing to coat.
5. Prepare sausage according to package directions; cool and cut into 1-inch pieces.
6. Chop apples into 1-inch chunks. Mix lemon juice and 2 Tbsp water in a bowl; toss apples in mixture.
7. Skewer sausage and apple alternately onto 6-inch wooden skewers.

## DINNER

### Southwest Burgers with Guacamole



#### Ingredients

- \* 2 lb grass-fed ground beef
- \* 2 tablespoons chopped fresh cilantro, divided
- \* 1 tablespoon Southwest seasoning
- \* ¾ teaspoon garlic salt
- \* 1 teaspoon pepper, divided
- \* 1 tablespoon coconut oil, melted
- \* 2 ripe avocados
- \* 1 lime, juiced
- \* 1 teaspoon garlic powder
- \* 1 head iceberg lettuce, leaves separated

#### Cooking Directions

1. Preheat grill to medium-high heat.
2. Combine beef, 1 tablespoon cilantro, Southwest seasoning, garlic salt and ½ teaspoon pepper in a large bowl; mix just until blended. Shape beef mixture into 6 equal patties.
3. Place patties on a grill rack rubbed with oil.
4. Grill, covered with grill lid, 6 minutes per side or until no longer pink and a thermometer reads 165 degrees.
5. Peel avocados, and mash with a fork until chunky. Add lime juice, garlic powder, remaining 1 tablespoon cilantro and ½ teaspoon pepper; mix well.
6. Assemble burgers with lettuce leaves (as the bun), patties and guacamole.

## DINNER

### Turkey-Bacon Meatballs



#### Ingredients

- \* 4 slices bacon
- \* 2 lb lean ground turkey
- \* 1 (8-oz) package sliced fresh mushrooms, finely chopped
- \* 1 large onion, chopped
- \* 1 tablespoon Italian seasoning
- \* 1 large egg, lightly beaten
- \* 2 tablespoons coconut oil
- \* 2 (14.5-oz) cans fire-roasted diced tomatoes

#### Cooking Directions

1. Place bacon on a paper towel-lined plate; microwave on HIGH 1½ to 2 minutes or until crisp. Crumble bacon.
2. Combine ground turkey, bacon, mushrooms, onion, Italian seasoning and egg; shape mixture into 1-inch meatballs.
3. Heat oil in a large deep nonstick skillet over medium heat; cook meatballs 4 minutes or until browned and no longer pink in centers, stirring frequently. Remove from skillet, and keep warm.
4. Add tomatoes to skillet; bring to a boil, and simmer 15 minutes or until slightly thickened. Add meatballs to pan; cover and simmer 5 minutes or until thoroughly heated.

## DESSERT

# Chocolate Chippers



### Ingredients

- \* 3 1/4 cups almond flour
- \* 1 tsp baking soda
- \* 1 tsp kosher salt
- \* 2 large eggs
- \* 1/2 cup raw honey
- \* 1/2 cup coconut oil, melted
- \* 2 tsp vanilla
- \* 1 1/2 cups bittersweet dark chocolate chips
- \* 1/3 cup chopped pitted dates (or use figs)

### Cooking Directions

1. Preheat oven to 375°F. Line baking sheet with parchment paper.
2. Combine almond flour, baking soda and salt in a mixing bowl. Combine eggs, honey, oil and vanilla, stirring well. Add wet ingredients to dry ingredients; stir until blended. Fold in chocolate chips and dates; chill dough about 30 minutes.
3. Drop dough by spoonfuls onto baking sheet.
4. Bake 8 to 10 minutes or until golden brown; cool on a wire rack. Store in refrigerator.