



EVOLVED & BALANCED

by Dr. Eyad Bassem

Nutrition Facts Ebook

Calories · Macros · Highlighted Benefits

39 CATEGORIES · 400+ FOODS · USDA-BASED

Know your food. Fuel your goals. Every value sourced and verified.

www.eb-athletic.com

— HOW TO USE THIS GUIDE —

Your Food, Decoded

A quick-reference companion to your Food Preferences form.

This guide lists every item from your Evolved & Balanced Food Preferences form, organised into the same categories. For each food you'll find its calories, a full macronutrient breakdown, and a highlighted benefit — so you can build meals you enjoy while understanding exactly what fuels your body.

HOW TO READ THE TABLES

Basis — every value is per 100 g of the edible portion (beverages per 100 ml).

CAL raw — calories in 100 g of the raw or as-is food.

CAL cooked — calories once cooked, highlighted in gold where it applies. A dash (—) means a cooked value isn't relevant (fruit, cheese, oils, baked goods) — use the raw figure.

PROT · CARB · FAT — grams per 100 g, colour-coded for quick scanning, on the cooked basis when a cooked calorie is listed, otherwise raw / as-is.

Good to know — cooking removes water and concentrates food, so 100 g cooked often carries more calories and protein than 100 g raw. Weigh consistently — ideally cooked — when tracking.

SOURCES & ACCURACY

Values are based on **USDA FoodData Central** (the primary reference), cross-checked against **VeryWellFit** and **Yazio**. They are representative averages — real foods vary by variety, cut, ripeness and preparation, and any added oil, sugar or sauce shifts the numbers. Treat these as reliable planning figures, not lab-exact readings.

This is educational reference material, not individualised medical or dietary advice. Your personalised plan always takes priority.

— WHAT'S INSIDE —

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39 categories · 402 foods · USDA-based values

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Tip: cross-reference this guide with your personalised macros. Pick the foods you enjoy, hit your protein target first, then fill the rest with carbs and fats you love.

— HOW TO USE THIS GUIDE —

Reading a Nutrition Label

Seven things to check on any packaged food — in order.

1

4 servings per container

2

Serving size

1 1/2 cup (208g)

Amount per serving

3

Calories

240

4

% Daily Value*

5

Total Fat 4g

5%

Saturated Fat 1.5g

8%

Trans Fat 0g

Cholesterol 5mg

2%

Sodium 430mg

19%

Total Carbohydrate 46g

17%

Dietary Fiber 7g

25%

Total Sugars 4g

Includes 2g Added Sugars

4%

Protein 11g

Vitamin D 2mcg

10%

Calcium 260mg

20%

Iron 6mg

35%

Potassium 240mg

6%

7

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

- Servings per container**
How many servings the whole pack holds — every number below is for ONE serving.
- Serving size**
The reference amount. If you eat double, double every value.
- Calories**
Energy per serving. Multiply by servings eaten for your true intake.
- Quick guide to %DV**
5% or less is LOW; 20% or more is HIGH for that nutrient.
- Limit these**
Saturated fat, sodium and added sugars — keep these on the lower side.
- Get enough**
Fibre, vitamin D, calcium, iron and potassium — aim higher here.
- Footnote**
%DV is based on a 2,000-calorie day; your targets may differ.

One more habit — scan the ingredients list. It is ordered by weight, so the first three items tell you what the food mostly is. Shorter lists with names you recognise usually win, and the **per-100 g** column lets you compare two products fairly regardless of pack size.

— PLAN YOUR INTAKE —

Calculating Your Calories & Macros

A simple three-step framework to turn your goal into daily targets.

1 MAINTENANCE CALORIES (TDEE)

Estimate your Basal Metabolic Rate (Mifflin–St Jeor), then multiply by how active you are.

Men: $BMR = 10 \times kg + 6.25 \times cm - 5 \times age + 5$

Women: $BMR = 10 \times kg + 6.25 \times cm - 5 \times age - 161$

TDEE = BMR × activity: sedentary ×1.2 · light ×1.375 · moderate ×1.55 · very active ×1.725 · athlete ×1.9

2 ADJUST FOR YOUR GOAL

Fat loss –15 to –20% below TDEE **Maintain** at TDEE **Muscle gain** +10 to +15% above TDEE

3 SET YOUR MACROS

Protein 1.6–2.2 g/kg (4 kcal/g) — set this first. **Fat** 0.8–1.0 g/kg (9 kcal/g). **Carbs** fill the remaining calories (4 kcal/g).

Example — 80 kg, moderately active, fat loss: TDEE ≈ 2,500 → target ≈ 2,050 kcal → protein 160 g (640) · fat 70 g (630) · carbs 195 g (780).

These are starting points — track for two weeks, then adjust by about 10% based on real-world results.

— MAKE IT STICK —

Practical Daily Tips

Simple habits that turn the numbers into results.

- 1 Build the plate.** Half vegetables, a quarter protein, a quarter smart carbs, plus a thumb of healthy fat — a balanced meal without counting a thing.
- 2 Protein first.** Hit your daily protein target before anything else; a palm-sized portion (about 20–40 g) at each meal makes it effortless.
- 3 Prep once, eat twice.** Batch-cook proteins and grains so a good choice is always the easy choice.
- 4 Weigh cooked and consistent.** When tracking, weigh food the same way every time; when you can't, use your hands to estimate.
- 5 Hydrate.** Aim for roughly 30–35 ml of water per kg of bodyweight; a glass before each meal also curbs over-eating.
- 6 Don't drink your calories.** Keep juices and soft drinks occasional — water, tea and coffee are essentially free.
- 7 Plan the treat.** A portioned treat you scheduled beats an unplanned binge every time.
- 8 Consistent beats perfect.** Being 80% on-plan across a month outperforms 100% for three days.

Cross-reference these habits with your personalised macros — the science is handled; you bring the effort.