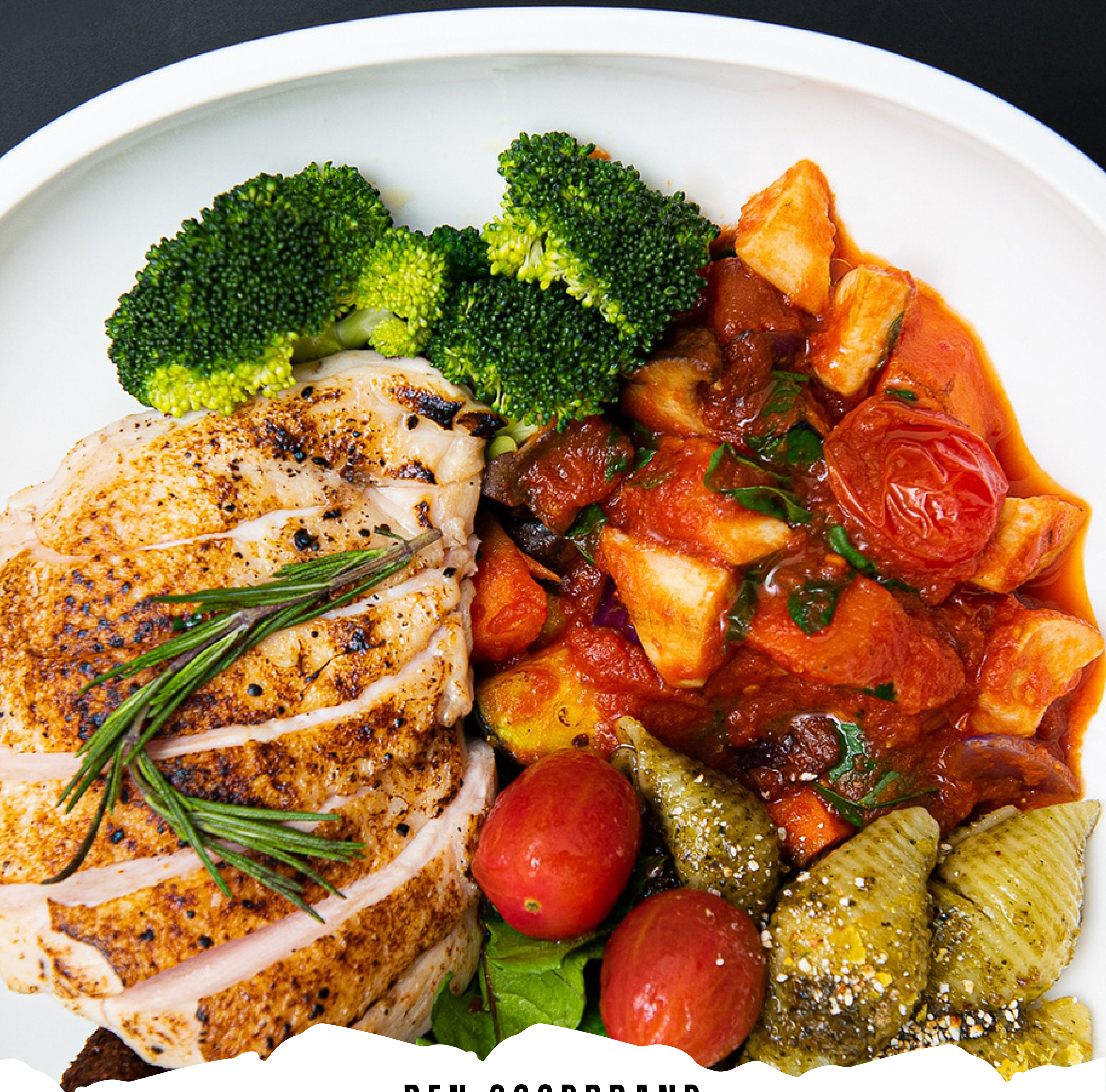
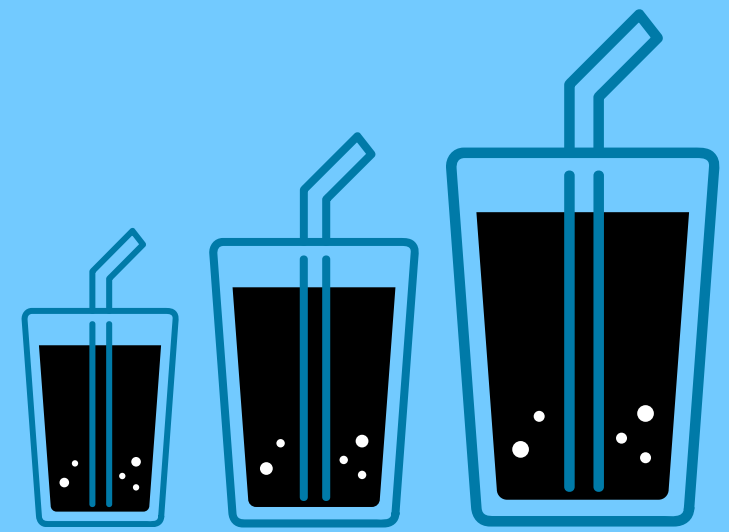


Your Handy
PORTION GUIDE



BEN GOODBRAND

WELCOME



to your quick guide
to portion sizes

We created this guide to give you an easy way to double-check how much you are *actually* eating – and to give **YOU** back control.

Because the fact is, portion sizes have gone wild over the past 40+ years.



**WE EAT ABOUT 300 MORE
CALORIES EVERY DAY
THAN WE DID IN 1985.**

When you consider that there are 3,500 calories in a pound (450g), you can see how fast this can add up to weight gain!





This matters because excess weight gain is linked with obesity, which in turn is linked with a long list of serious chronic health issues from heart disease and diabetes, to cancer, arthritis, joint pain and more.

Getting a handle on your portion sizes is vital to your health, and this guide will help you to do just that.

We hope you find this guide helpful and that it'll empower you to make more informed decisions about your portion sizes in the future.



Ben Goodbrand

Serving Size vs

PORTION SIZE

These two terms might seem interchangeable but they actually can be very different.

SERVING SIZE:

The amount of food listed on its nutrition facts label

VS.

PORTION SIZE:

How much food you choose to eat at one time.



There used to be a wide disparity between serving sizes and portion sizes, but recent laws have narrowed that gap.

Now, serving sizes are required to more closely reflect how much of a food people actually eat, vs. how much they are supposed to eat.

But... have you ever really LOOKED at the portion sizes? Both at home and at restaurants?

Most of us eat more than one serving size, and our “supersized” portions have come to appear normal.

How Portion Sizes

HAVE CHANGED

FOOD 20 YEARS AGO VS TODAY

BAGEL	3-inch (76mm) diameter 140 Calories	6-inch (152mm) diameter 350 Calories
SPAGHETTI WITH MEATBALLS	1 cup (200 g) spaghetti w/ sauce & 3 small meatballs 500 calories	2 cups (400 g) of spaghetti w/ sauce & 3 large meatballs 1,025 calories
FRENCH FRIES	2.4 ounces (68 g) 210 Calories	6.9 ounces (195 g) 610 Calories
TAKE AWAY TURKEY SANDWICH	320 calories	820 calories
MUFFIN	1.5 ounces (41 g) 210 calories	4 ounces (113 g) 500 calories
2 SLICES PEPPERONI PIZZA	500 calories	850 calories
CHICKEN CAESAR SALAD	1½ cups (153 g) 390 calories	3½ cups (357 g) 790 calories
MOVIE POPCORN	5 cups (55 g) 210 calories	11 cups (121 g) 630 calories
CHICKEN STIR FRY	2 cups (300 g) 435 calories	4 ½ cups (675 g) 865 calories

Source: National High Blood Pressure Education Program

Why a

"HANDY" GUIDE?



Your hands are a surprisingly genius way to measure portion sizes!

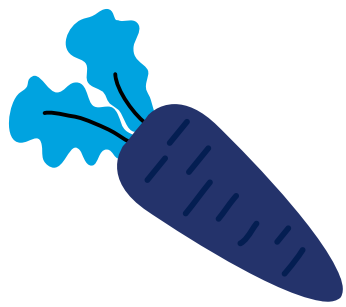
- ✓ **THEY'RE PORTABLE. YOU'LL NEVER LEAVE THEM AT HOME.**
- ✓ **THEY ARE SCALED TO YOUR UNIQUE NEEDS. BIGGER PEOPLE NEED BIGGER PORTIONS AND HAVE BIGGER HANDS TO USE AS THEIR MEASUREMENT GUIDE. SMALLER PEOPLE, MEANWHILE, REQUIRE SMALLER PORTIONS & HAVE SMALLER HANDS.**
- ✓ **HANDS ARE EFFICIENT. THERE'S NO WEIGHING AND MEASURING INVOLVED!**

Your Handy

PORTION GUIDE

Even calories from "healthy" foods can add up. Here's your guide to recommended serving sizes.

VEGGIES



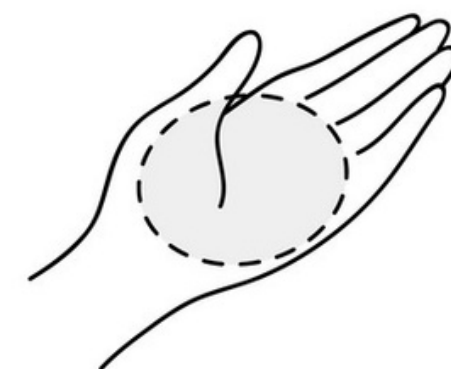
FIST



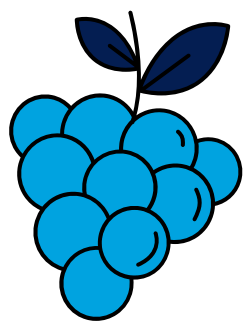
MEAT & FISH



PALM



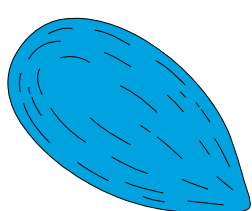
CARBS: FRUITS, LEGUMES, WHOLE GRAINS



HANDFUL



OILS, NUTS, SEEDS AND NUT BUTTERS



THUMB



Eat Better,

FEEL BETTER.

See how simple it can actually be? Eating for weight loss doesn't have to be complicated!

My mission is to educate you on ways to lose weight and NEVER find it again, all while still enjoying the foods that you love.

If you'd like a personalized plan for your weight loss journey, click below and let's have a chat.



GET YOUR PERSONALIZED PLAN!

Book your free discovery call and see how I can get you moving towards your ideal body faster than ever!

Ben Goodbrand

REFERENCES

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