



VITALITY



CELEBRATING MEN'S HEALTH

With tips on nutrition,
portions, and key nutrients.

Check out our
nutritional tips
and *delicious recipes!*



A HEALTHY, BALANCED DIET IS FUNDAMENTAL TO LEADING A HEALTHY LIFESTYLE

THERE IS NO “ONE-SIZE FITS ALL”

These are recommendations to help us achieve a healthy balanced diet. We are all unique and our lifestyles will vary – such as how physically active we are, therefore these need to be adapted to meet individual needs.



ARE YOU AWARE?

In terms of general health, men tend to engage in more unhealthy behaviours, such as smoking, excessive drinking, and taking greater risks, like ignoring symptoms and postponing medical appointments or treatment.

HEALTHY DIET!

Understanding what’s considered as “healthy eating” can be confusing with so much information available online and in the news. Your body’s needs change with factors like age, gender, and activity level. Stick to the basics and use our guide below to create balanced meals:

All great swaps to add more fibre to your diet!

1/4 Healthy Proteins: Opt for beans, lentils, fish, or lean poultry. Enjoy red meat in lean cuts, 1-3 times a week.

1/4 Whole Grains: Include whole grain bread, brown rice, wholemeal pasta, or cereal grains such as corn, buckwheat, or bulgur.

1/2 Veggies and Fruits: Load up with a colourful mix.

Cook Smart: Use plant-based oils like olive, canola, or sunflower.

Flavour Boost: Enhance with herbs and spices, not salt.

REMEMBER ...

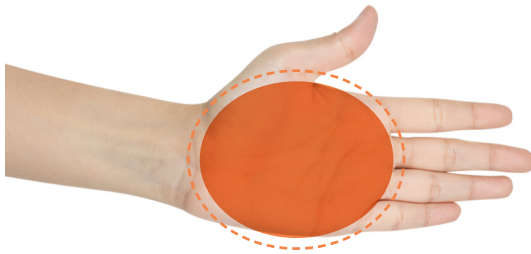
- Limit sugary and salty snacks, as they can be high in unhealthy fats. Enjoy them occasionally.
- Stay hydrated by drinking 6-8 glasses of water a day.

PORTION SIZES FOR MEN

Facts and figures are great, but how does this information relate to you?
Use the following guide to personalise your portion sizes.

CARBOHYDRATES: CEREAL, RICE, PASTA & POTATO

Portion size: Your clenched fist.
Include 1 portion at each main meal and ensure it fills no more than $\frac{1}{4}$ of your plate.



PROTEIN: MEAT, POULTRY, FISH, TOFU & PULSES

Portion size: Palm of your hand.
Aim to have 1 portion at each meal.

SAVOURY SNACKS: POPCORN & CRISPS

Portion size: 2 of your cupped hands. Enjoy as a snack/treat.

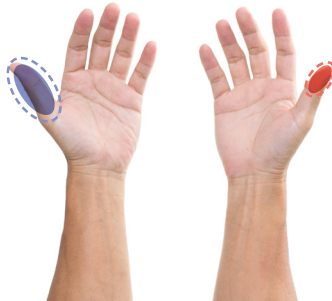


NUTS & SEEDS

Portion size: 1 of your cupped hands. Enjoy as a snack or part of a meal.

DAIRY: MILK, YOGHURT & CHEESE

Portion size: 2 of your thumbs. Enjoy as a snack or part of a meal.



BUTTER & SPREADS

Portion size: The tip of your thumb. Eat no more than $\frac{2}{3}$ times a day.



BAKED TREATS: BROWNIES & FLAPJACKS

Portion size: 2 of your fingers. Enjoy as an occasional treat.

6 KEY NUTRIENTS FOR MEN'S HEALTH

Neglecting proper nutrition can detrimentally affect mental health and overall well-being. While a balanced diet is essential for overall health and the prevention of health complications later in life, there are a few key nutrients to keep in mind.



PROTEIN

Men typically have higher protein needs due to greater muscle mass and higher levels of physical activity. Adequate protein intake supports muscle repair and growth, hormone production, energy, immune function, and satiety (fullness). Males should be aiming for **1g per kg of body weight per day**—however, this amount increases for those who are trying to increase muscle mass. Try to vary your protein and go for more plant-based sources such as beans, peas, lentils, quinoa, tofu, or tempeh.



FIBRE

Fibre plays a vital role in men's health by supporting digestive health, but it is also a key factor in maintaining a healthy weight and avoiding many health issues. Daily, males should be aiming for **30g of fibre per day**. Including fibre-rich foods like fruits, vegetables, whole grains, legumes, nuts, and seeds.



ZINC

Men typically have higher zinc requirements than women because they have higher levels of testosterone, which increases zinc excretion. **Zinc is essential for testosterone production, sperm health, immune function, and wound healing.** It also plays a role in maintaining prostate health. Sources include meat, shellfish, tofu, seeds, lentils, and dairy foods i.e. cheese and bread.

OMEGA-3 FATTY ACIDS

Men may have a higher risk of heart disease and may therefore benefit more from the cardiovascular protective effects of omega-3s. These fatty acids have also been shown to **support brain function, and mood regulation which may help reduce inflammation and men's prostate health.** Sources include oily fish (salmon, mackerel, kippers, sardines, trout), flaxseeds, chia seeds and walnuts.



DID YOU KNOW? OUR BODIES CAN'T PRODUCE OMEGA 3'S?

Therefore we must get enough from our food.



POTASSIUM

Men tend to have higher sodium intake and lower potassium intake compared to women, which can increase the risk of high blood pressure and cardiovascular disease. Adequate potassium is important for **maintaining healthy blood pressure levels and reducing the risk of stroke.** Sources include chicken, banana, avocado, broccoli, spinach, dried apricots, raisins, lentils, kidney beans, cooked salmon, and potatoes.



B VITAMINS (ESPECIALLY B12)

B vitamins are involved in energy metabolism, red blood cell production, and nervous system function. Vitamin B12, in particular, is important for **neurological health and may help reduce the risk of age-related cognitive decline**, which is more prevalent in men. Sources of Vitamin B12 include meat, fish, milk, cheese, eggs, and some fortified breakfast cereals.



TOP TIPS FOR MEN'S HEALTH



1 EAT MORE FRUITS & VEGETABLES

- In the UK, **only 1 in 3 men achieve the 5ADAY recommendation**. Consuming your 5ADAY can help reduce the risk of serious health conditions such as heart disease.
- To achieve your **5ADAY** recommendation, try and spread your fruit and veggies throughout the day, by choosing them as snacks and adding them to bulk up meals. I.e. add carrots and mushrooms to your spaghetti bolognese or add a variety of fruit as toppers to your breakfast porridge or cereal.
- **Remember:** Fresh, frozen, tinned, and dried fruit all count towards your **5ADAY**!

2 REDUCE YOUR CONSUMPTION OF RED & PROCESSED MEATS

- High intakes of red and processed meats even though they are great sources of protein, iron, and zinc, have been associated with an increased risk of developing bowel cancer.
- The UK recommendation is **70g (cooked weight) per day** or around 500g per week. That's approximately:
 - A cooked quarter-pound burger
 - 3 rashers of bacon
- If you are looking to reduce the amount of red or processed meat in your diet, try and replace it with fish, poultry, eggs, and plant-based proteins such as beans and lentils in meals where possible.



REDUCE YOUR SATURATED FAT INTAKE

- Fat is essential for our health such as: being a source of energy, helping with the absorption of vitamins, as well as healthy development and function of the brain.
- However, too much saturated fat (found in butter, lard, ghee, fatty meats, cheese, cakes, and biscuits) has been linked with adverse health conditions.
- Try to reduce your consumption by replacing it with unsaturated fats that can be found in plant-based sources such as nuts, seeds, avocados, vegetable oils (olive or rapeseed oil), or oily fish.



CONSUME MORE FISH

- Adding more fish and shellfish into your diet is a great way of adding more vitamins and minerals as well as an excellent high-protein alternative to red meat and poultry.
- The UK guidelines are to consume at least **2 portions of sustainable fish a week**, including one portion of oily fish (such as salmon, mackerel, trout, or sardines).

REDUCE YOUR SALT INTAKE

- The UK recommendation for salt **is no more than 8g a day** (approximately 1 teaspoon). Whereas the average adult man consumes **up to 8.2g a day!**
- Salt is a great flavour enhancer, however too much in our diet can increase the risk of increasing your blood pressure, leading to a higher risk of heart disease, stroke, or Kidney failure.
- How to reduce your salt intake:
 - Check food labels when purchasing food and try to opt for lower-salt versions where possible.
 - Try to cook from scratch and use other flavour enhancers such as garlic, herbs, and spices.



Note that all recommendations are to help us achieve a healthy balanced diet. We are all unique and our lifestyles will vary such as how physically active we are, therefore these should be adapted to meet individual needs.



SWEET POTATO HASH BROWN WITH POACHED EGGS

Serves 2



Fuel your day with this healthy and delicious breakfast. Adding protein to your breakfast is ideal for helping to promote muscle recovery and repair!

INGREDIENTS

300g Sweet potatoes, coarsely grated
x3 Free-range eggs, medium
10g Chives, finely chopped
1 tbsp White wine vinegar
1 tsp Vegetable oil
½ Avocado, cut into chunks
A pinch of black pepper

METHOD

1. In a small bowl, combine the grated sweet potato, 1 egg, most of the chives, and black pepper.
2. In a large pan, heat the oil. Divide the sweet potato mixture into four portions, add to the pan, and flatten to form thin patties. Cook for approximately 5 minutes on each side until golden brown.
3. In the meantime, bring a large pan of water to a simmer and add the vinegar. Break the remaining eggs into separate bowls. Make a whirlpool in the simmering water with a whisk and gently pour 1 egg into the whirlpool and repeat with the other egg while the water is still swirling. Reduce the heat and cook for 3–4 minutes before gently lifting the eggs out of the pan with a slotted spoon and resting on a piece of kitchen roll.
4. And serve!

MIXED BERRY BIRCHER POT

Serves 5



On the go?
Start your day with
this healthy and
delicious breakfast,
packed full of fruit,
low-fat Greek
yoghurt, and
linseeds.

INGREDIENTS

175g Porridge oats
42g Golden linseeds
100ml Boiling water
500g Bananas, ripe and mashed
350g Frozen berries
440g Low-fat Greek yoghurt
4g Lemon zest

*Optional, sprinkle of your favourite
nuts or seeds for garnishing*

METHOD

1. In a bowl, add the oats and seeds with 200ml boiling water and stir well.
2. Once cool, add the mashed bananas and three-quarters of the berries (chill the remainder), mash together, add the lemon zest and yoghurt then cover and chill overnight.
3. The next day, add the berry oats into the containers, top them with the reserved berries, and serve.

BUCKWHEAT PANCAKES

WITH BLUEBERRY COMPOTE, KEFIR YOGHURT, TOASTED PUMPKIN SEEDS AND HONEY

Serves 4

INGREDIENTS

Pancakes:

250ml Milk of choice
5g Vanilla extract
200g Buckwheat flour
7g Baking powder
5g Ground cinnamon
Olive oil
Pinch of salt

Compote:

200g Blueberries (frozen or fresh)
40g Caster sugar
1 tsp Vanilla extract

Toppings:

160g Kefir yoghurt
20g Pumpkin seeds, toasted
40g Honey

METHOD

1. For the compote: place all the ingredients in a pan and cook on medium heat until a nice thick consistency is reached between 30 - 45 minutes. Once cooked, place the compote into a container and leave to cool until needed.
2. In the meantime, whisk the eggs, milk, and vanilla together in a jug.
3. Sieve the flour into a mixing bowl and add the baking powder and cinnamon. Gradually add the wet ingredients to the dry and whisk. Add a pinch of salt and leave to rest for 1 hour.
4. Add the oil to the frying pan on medium heat.
5. To cook the pancakes, place a spoonful of batter in the pan and make a pancake. Once golden, flip the pancake over and repeat with the remaining batter. Separate with baking paper and keep warm.
6. To serve, top with your kefir yoghurt, toasted seeds, and a drizzle of honey!



Who can say no to pancakes in the morning? They're a delicious way to incorporate fibre, protein, and healthy fats into your breakfast routine!

APPLE PIE KEFIR OVERNIGHT OATS

Serves 4



Another great way to start the day! This breakfast helps support gut health whilst helping you feel fuller for longer with the protein and fibre it provides.

INGREDIENTS

80g Jumbo oats
400g Kefir yoghurt
280g Apple, grated
8g Flaxseeds
10g Ground cinnamon

Topping:

2g Ground cinnamon
120g Apples, peeled and diced

METHOD

1. Combine all the ingredients in a bowl (apart from the topping ingredients) and leave overnight or for at least 4 hours in the fridge.
2. Mix the remaining cinnamon with the diced apple together-add this to the top of your overnight oats.

APRICOT PROTEIN BALLS

Serves 4



Seeking an extra protein and energy filled snack to power through your day? Give these protein balls a try!

INGREDIENTS

65g Dried apricot
15g Oats
15g Pumpkin seeds
5g Agave syrup

METHOD

1. Blend together all the ingredients and then roll into balls of approximately 25g each.

SNICKER PEANUT PROTEIN BALLS

Serves 5



A delicious snack brimming with the essential nutrients for long-lasting energy and vitality.

INGREDIENTS

115g Dates
10g Blanched peanuts
5g Cocoa powder
7g Agave syrup
15g Peanut butter
Pinch of sea salt

METHOD

1. Blend together all the ingredients and then roll into balls of approximately 30g each.

BERRY & NUTTY OAT BARS

Serves 10



INGREDIENTS

180g Oats
x2 Bananas
x2 tbsp Honey
1 tsp of Vanilla extract
2 tbsp Nut butter-of your choice
150ml Non-dairy milk of your choice
1 tsp Baking powder
1 tsp Bicarbonate of soda
80g Blueberries
40g Raspberries

Optional: a handful of nuts to add in

For a tasty snack to enjoy while you're out and about. Packed with nutritious ingredients like fresh berries, oats, and nut butters, it's a great source of energy, fibre, and essential vitamins and minerals.

METHOD

1. In a blender, add the bananas, honey, vanilla extract, nut butter and non-dairy milk, and blend until smooth.
2. In a bowl, add oats, baking powder and the bicarbonate soda and mix with the blended banana mix.
3. Once well combined, add the fresh berries and place the mixture into a lined baking tray.
4. Bake in the oven for approximately 30 minutes until the top is golden.
5. Leave to cool before you cut into bars.

CRISPY ZINGER CHICKEN BURGER

Serves 4



Want to reduce your red meat consumption? Try these delicious chicken burgers, they have Friday night or the weekend written all over them. Keep your cravings at bay with this fake away!

INGREDIENTS

80g Spicy tortilla crisps
1 tsp Chilli powder
1 tsp Garlic powder
1 tsp Paprika
x4 Chicken breasts
x1 Free-range egg, beaten
50g Cornflour
Olive oil
x4 Wholemeal burger buns
Handful of lettuce
x2 Tomatoes, sliced
Gherkins-optional

METHOD

1. First, preheat your oven to 180°C. Then add the tortilla crisps, chilli powder, garlic powder, and paprika in a zip-lock food bag and use a rolling pin to smash the mixture into fine crumbs.
2. To prepare your chicken breasts, have 3 shallow bowls. In the first add your cornflour, in the second add the beaten egg, and the third should be your crushed tortilla mix.
3. Prepare your chicken breasts by patting them dry with a piece of kitchen towel. Once dry, use the tong to place the chicken into the cornflour- making sure to cover it fully. Then dip the coated chicken breast into the beaten egg wash, then finally the spicy tortilla mix. Repeat for the remaining chicken breasts.
4. Put the chicken onto a baking tray and lightly drizzle with olive oil. Bake for 25 minutes, then turn each chicken breast, then drizzle with the olive oil and cook for a further 20 minutes.
5. Whilst your chicken burgers are cooking, prepare your burger bun and add any sauce of your choice, then add your lettuce leaves and slices of tomato on top.
6. Once the chicken burger is cooked through and golden, place them on top of the tomatoes and lettuce, and enjoy!


HARISSA SALMON

WITH CHUNKY VEGETABLE GIANT COUSCOUS

Serves 4

INGREDIENTS

- 3 tbsp Rose harissa
- x1 Lemon, juice and zest
- 2 tbsp Olive oil
- x4 Salmon fillets
- x2 Bell peppers (different colours), chopped
- x2 Courgettes, sliced
- x1 Red onion
- x4 Garlic cloves
- 150g Cherry tomatoes
- 250g Giant couscous
- 300ml Vegetable stock
- 40g Rocket
- 10g Parsley, chopped
- 150g Pomegranate seeds



This nutritious and delicious dish is a source of Omega 3 fatty acids and is full of colourful veggies.

P.S. Free feel to swap out any veggies for whatever you have in the fridge- great way to reduce waste!

METHOD

1. Preheat the oven to 180°C Fan/ Gas Mark 6.
2. Mix 2 tbsp of harissa with lemon zest and olive oil. Rub the marinade over the salmon fillets and place them onto a baking tray-allow to marinade for at least 30 minutes or overnight in the fridge.
3. Add the peppers, courgette, red onion, and garlic onto a separate baking tray. Drizzle with 1 tbsp of olive oil and remaining harissa, toss and roast in the oven for 30 minutes.
4. Add the cherry tomatoes for the final 10-15 minutes. Place the salmon in the oven at this time too.
5. Place the couscous into a large bowl, pour over the vegetable stock, cover, and set aside for 10-15 minutes, and stir.
6. Squeeze the garlic pulp from the skin and mash with a fork. Add to the couscous along with the rocket and roasted vegetables.
7. Add the lemon juice over the couscous and stir in the parsley. Sprinkle the pomegranate seeds on top before serving with the salmon fillet.

QUINOA CRUSTED VEGGIE MACARONI CHEESE

Serves 4



A firm favourite, with extra vegetables to help you achieve your 5ADAY that is quick and reasonably inexpensive – you won't feel guilty enjoying it!

P.S. Nutritional yeast is a great way of adding Vitamin B12 to your meals.

INGREDIENTS

- 90g Quinoa (uncooked)
- 30ml Rapeseed oil
- 30g Wholemeal plain flour
- 500ml Milk of choice
- 10g Garlic clove, crushed
- 5g Dijon mustard
- 80g Low-fat mature cheddar, grated
- 30g Parmesan
- 3g Nutritional yeast
- 1g Nutmeg, grated
- 350g Broccoli florets
- 300g Wholemeal macaroni (uncooked)
- 90g Wholemeal breadcrumbs
- Season with salt and pepper

METHOD

1. Preheat the oven to 200°C/ Gas mark 6.
2. Cook the quinoa for approx. 15 minutes – if not all water is absorbed, drain well, and set aside.
3. Cook the macaroni in a large pan of water for 5 minutes.
4. Cut the broccoli into small florets, add to the pan, and cook for a further 3 minutes until the macaroni and broccoli are al dente (still has a little bite/crunch to it). Drain, and place into an ovenproof dish.
5. To make the béchamel sauce. Heat the oil in a saucepan over low heat, add the wholemeal flour and stir constantly for approx. 3 minutes. Slowly add your milk of choice. Add the garlic and mustard and bring to a simmer. Continue to cook the sauce over low heat, stirring constantly for approx. 15 minutes.
6. Remove from the heat, remove the crushed cloves, and stir in the cheddar and half the parmesan. Add the grated nutmeg and salt and pepper.
7. Add the béchamel sauce to the pasta and broccoli and mix well.
8. Make the quinoa crust; mix the quinoa with the breadcrumbs and the remaining parmesan cheese and nutritional yeast. Scatter the mixture over the mac n cheese and bake in the oven for 20–25 minutes until golden and crispy on top.

QUICK ONE-POT DHAL

Serves 2



Busy day but craving nourishment? This meal packs plant-based proteins, fibre, and helps with your 5ADAY. Have leftover veggies? Perfect opportunity to use them!

INGREDIENTS

200g Split red lentils
2 tbsp Rapeseed oil
2 tsp Cumin seeds
x1 Green chilli, cut lengthways
x3 Garlic cloves, crushes
2 inch of ginger, finely diced
150g White onion, sliced
x2 Tomatoes, diced
800ml Boiling water
½ tsp Ground turmeric
Salt
Pinch of chilli flakes, to garnish
1 tbsp of yoghurt, to garnish
Coriander, to garnish

METHOD

1. First start by rinsing the lentils and repeat at least three times until the water is clear, then set aside.
2. On a medium heat, heat the oil in a medium-size saucepan. Once hot, add the cumin seeds, green chilli, garlic, and ginger, and cook for a few minutes until everything is golden. Then add the sliced onion, fresh diced tomatoes and ½ teaspoon of salt and stir.
3. Add the lentils to the saucepan, the boiling water, and the turmeric. Bring to a boil, then turn down the heat to simmer for a further 10–15 minutes until the lentils are soft but still have a bite to them. Once the dhal is cooked, add a small pinch of salt to season.
4. To serve, add a spoonful of yoghurt and sprinkle over the chilli flakes and coriander. If you have any nuts or seeds, you can add these too for extra texture!

TOFU CHOCOLATE & RASPBERRY MOUSSE

Serves 6



Looking for a chocolate fix but aiming for something more nutritious? This delicious plant-based dessert is packed with protein from the tofu and naturally sweetened by dates. Grab a spoon and enjoy!

INGREDIENTS

150g Pitted dates
300g Silken tofu
150g 65% Dark chocolate, melted
144g Aquafaba
3g Cream of tartar
120g Raspberries
Mint to garnish

METHOD

1. Overnight, soak your pitted dates in water. When you are ready, drain your soaked dates and place them into a blender until pureed.
2. Add the silken tofu and melted dark chocolate, and blend until smooth (creamy batter texture).
3. Pour the aquafaba and cream of tartar into a medium-sized bowl and whip with a hand mixer to obtain a frothy mixture. This may take a couple of minutes, so don't worry!
4. Slowly add the chocolate mixture from the blender into the fluffy aquafaba. Gently whisk with a spoon to incorporate until you have a creamy chocolate mousse.
5. Divide into glasses and refrigerate for at least an hour before serving.
6. Garnish with the fresh raspberries and mint.

RASPBERRY & WHITE CHOCOLATE MUFFINS

Serves 12



Who could resist? These muffins are delicious whilst providing you with fibre and an extra boost of fruit and veggies.

INGREDIENTS

x3 Free-range eggs
2 tsp Vanilla extract
60ml Extra virgin olive oil
60g Caster sugar
x1 Very ripe banana (Approx. 100g)
275g Spelt flour
7g Baking powder
8g Poppy seeds
100g White chocolate chips
150g Carrot, grated
100g Frozen raspberries
60g Fresh raspberries-to decorate

METHOD

1. Preheat the oven to a 190°C/170°C fan.
2. Blitz the eggs in a food processor for 30 seconds until foamy. Add the yoghurt, vanilla extract, rapeseed oil, and banana, then blitz until smooth.
3. In a large bowl, mix the flour, baking powder, caster sugar, poppy seeds, and chocolate chips. Then pour in the wet mix from the food processor, followed by the grated carrots and frozen raspberries.
4. Fill each muffin case with the batter and push a fresh raspberry into the top of each muffin.
5. Bake in the oven for approx. 25-30minutes.

BAKED GREEK YOGHURT, LEMON & BERRY CHEESECAKE

Serves 8



Eating well doesn't mean you can't have dessert! Another delicious dessert that has plenty of protein and delicious berries!

INGREDIENTS

20g Unsalted butter
100g Biscuit of choice
We recommend oatly ones
125g Low fat quark
125g Natural Greek yoghurt
37g Caster sugar
x1 Medium free-range egg
x2 Egg whites
x2 Lemon, juiced and zested
1 tsp Vanilla extract
25g Plain flour
200g Berries, to serve

METHOD

1. Preheat the oven to 200°C/Fan 180°C. Grease a 9-inch loose bottom round cake tin with a little of the butter and set aside.
2. In a pan, melt the remaining butter and stir in the biscuits until coated. Add the mixture into the cake tin and press to form an even layer. Bake for 5–7 minutes until golden. Set aside to cool.
3. Meanwhile, make the filling. In another bowl, whisk the quark for about 2 minutes or until softened. Then mix in the Greek yoghurt and sugar.
4. Add the eggs and egg whites and beat until smooth. Stir in the lemon juice, zest, and vanilla extract
5. Sieve the flour into the cheesecake mixture and fold until just combined. Pour the filling over the base and smooth.
6. Bake for 25–30 minutes or until the cheesecake is just set. Cool completely before chilling for at least 3 hours.
7. Enjoy with fresh berries.