



PLANT BASED JOURNEY



Fueled with Compassion® & Protein!

Stay Strong. Eating healthy & nutritious meals & snacks has never been more important! Experience the limitless ways that Protein Toppers and Munchy Crunchy Protein can be effortlessly incorporated into all meals and snacking to add a lot of healthy 100% plant protein to everyday life. **See a special sale announcement on page 2 for our most awesome sale ever!!**

Help us spread the word & share your experiences with our healthy high protein Snacks & Toppers with family & friends!

Our Commitment to Protein!

Every new year brings new commitments – or re-commitments – to eating better and exercising more. **Living healthier lives.** This new year in particular as we work our way through the pandemic we are reminded forcefully why having healthy bodies is so important. So will it “stick” this year? Perhaps it depends on your approach to your life journey.

Your journey is not a sprint; it is the marathon of life!

Readers of *Plant Based Journey* have read this before: make a single change. Just stick with that one thing. When you are ready, add another simple change and just stick with that one thing. Experience the benefits of a single change that you stick to. That can lead to success in the next single thing you do. *Your journey is not a sprint; it is the marathon of life.*

Changing your approach to seeing life this way has a positive impact on the whole of your life.

Vegetarian Traveler founders Christy and Chuck have committed to approaching their lives this way. Many small bites add up to wholesome meals and healthier lives. Their focus with Vegetarian Traveler has been primarily two-fold. First, they are committed to doing their parts in helping guide humanity towards a more plant-based approach.

Why? The answer is best summed up in their company tagline:

Vegetarian Traveler® – Fueled with Compassion® and always kind to animals, the earth, and our bodies.

Second, they have chosen to focus their efforts on providing more healthy plant-based **protein** to everyone.

Why protein? That answer became obvious to them. Protein is one of the three macro nutrients, and can be the most difficult one to get in a society of animal-focused nutrition. As long-time vegetarians, they experienced it all of the time!

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December 2020
January 2021

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THE ANYTIME, ANYWHERE POWERHOUSE SNACK!

Open a snack packet of MUNCHY CRUNCHY PROTEIN® to get a burst of long-lasting energy and feeling of fullness! Great around work-out times, mid-afternoon energy-drop times at your desk (home or office!), at TV times (much more common these days!), or anytime on the road. **Snack Healthy!**



Quote to Note

Nothing will benefit health and increase the chances for survival of life on Earth as the evolution of a vegetarian diet. ~ Albert Einstein

Our Commitment to Protein (continued from Page 1)

Eating at a restaurant with co-workers, friends and family. Eating on the road, whether convenience store food, fast food, or traveling food. Eating at events like weddings, parties, or family and friend gatherings. Getting sufficient amounts of protein was the challenge. Breads? No problem. Veggies, fruits, nuts, snacks, even desserts? No problem. While true that it is easier as a vegetarian than as a vegan, how much cheese and eggs can a person eat while traveling for a few days or a week or more? Even if you are from Wisconsin! *Geez!*

So they came up with the idea of creating a 100% plant-based “portable protein” made with real food and simple ingredients, which was convenient, worked anywhere and anytime on or with any food, and provided *significant amounts* of protein. Then they added awesome snack versions of that food.

Vegetarian Traveler is all about [vegan] protein!

OK, so don't we already get enough protein in our land of plenty? Well, what is “enough”? And is getting enough protein that important? What about quality? Over the next few editions of this newsletter, we will take you on a deeper dive on this critical subject. Even if you are nutritionally aware, you will be surprised by what we have to share. *We have personally experienced the benefits of increasing our daily protein intake. The tangible results surprised even us!!*

So please join us on this new journey and stay tuned! See Page 3 for the first stop on this journey.

~ **Plants Have All The Protein You Need!** ~

(from Vegan Strong)

Our Most Awesome Protein Toppers® offer ever!

Protein Toppers® – our super-high protein all-food toppers – are on a super sale on our website. All of our 6-carton cases of each single variety are on sale for \$24 – a 33% discount! AND, if you buy 2 or more cases, we pay the shipping!! Share with family and friends.

While they last!

www.ProteinToppers.com [sale coming soon]

herbivore ♦ est. 2002

UPDATE

Since the last edition of *Plant Based Journey*, our friends at The Herbivore Clothing Company have begun to sell Munchy Crunchy Protein at their store and online. Previously, they were including samples with the other products they sold. Here is a snippet from a recent newsletter about their Vegan Buy Five. *WOW!* Thanks for the kind words about our new Snack! We agree, and we are **so glad their message comes with a warning!**

WE'VE GOT THE MUNCHY CRUNCHIES

We started sending these freaking delicious snacks to customers who bought our Vegan Strong Combo orders. Well let me tell you, it's been a nightmare experience... Because all me and Krysti want to do is eat every single package!!! These protein snacks are nut-free, gluten-free, high in protein, and *absolutely addicting*. **I cannot stress this enough; proceed at your own risk.** You will start craving the Rockin' Ranch constantly. They're like a healthy vegan throwback to Corn Nuts and you will get hooked!

Visit Herbivore online to see all of the cool ways they support a move to more plant-based living. Compassion Is Invincible! Find out more at <https://www.herbivoreclothing.com/>.

Who Is On a Vegan Journey?

How about the Vegan Strong team! These folks are not only serious bodybuilders (duh!), they make it a priority to eat super healthfully, including plenty of plant-based protein.

We are not all “bodybuilders”, but we all need to be healthy and strong!

Check out their January Vegan Strong food box with a focus on **PROTEIN** at www.veganstrong.com.



Why Protein, Part 1

Protein is a critical nutrient we need every day. It plays a crucial role in so many ways, to include connections to:

- ◆ Satiety; Appetite Suppression
- ◆ Immune System
- ◆ Anemia / Red Blood Cells
- ◆ Skin/Nail Health; Hair Loss
- ◆ Building/Keeping Muscle
- ◆ Bone Health
- ◆ Sleeping, Fatigue, Focusing
- ◆ Anxiety & Depression

We will explore these subjects in upcoming newsletters. But first up is “Protein Basics”.

Protein is an essential macronutrient that is **vital for practically every bodily function**. It's needed to build and maintain muscle, repair tissue, and transport nutrients, as well as to make enzymes, hormones, and neurotransmitters. Most talk is about dietary protein and muscle synthesis, but there are trillions of cells in the body that require protein. It is needed for the healthy cell turnover and recovery in the organs and tissues, plus all of the cells within the immune system require protein. *But how much protein do we really need?* The usual listing of recommended daily allowance (RDA) speaks to what is needed to maintain minimal health – not optimal health – for each individual. A common listing for RDA of protein is 46g for women and 56g for men. Many factors adjust this to higher amounts, and a common *minimum* rule of thumb suggests multiplying 0.36g of protein needed for each pound of body weight. So for example, 72g of protein per day

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Website and Social Media Links for You!

Munchy Crunchy Protein Website:

www.MunchyCrunchyProtein.com

Subscribe to this Newsletter at bottom of page

Protein Toppers Website:

www.ProteinToppers.com

Facebook:

<https://www.facebook.com/vegetariantrvlr/>

Instagram:

https://www.instagram.com/vegetarian_trvlr/

Twitter:

<https://twitter.com/vegetarianTRVLR>

Vegan Funnies

Kill dogs or cats: psychopath

Kill cows, pigs, chickens: normal person

Kill no animals: extremist

*OK – although a sad truth,
this is funny in an ironic way.*

We are recommitting in 2021 to working
on our “extremist” vegan path.

16 years of International Vegan Day
(which is November 1) shows that
the movement is real and growing! Yipeee!

may be enough for a 200 lb man; more if he is regularly exercising & recovering and trying to add some muscle and strength. For “seniors”, a recent dietitian study concluded that consuming at least 75g of protein per day was needed to prevent muscle loss.

This is one reason why we created our high protein toppers & snacks: to make it easier to boost up your daily consumption of healthy protein!

Stay tuned for more in our next edition of PBJ!

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*Vegetarian Traveler is
Fueled with Compassion®*

*Always kind to animals,
the earth, and our bodies.™*