



PLANT BASED JOURNEY

Fueled with Compassion® & Protein!



Stay Strong. Eating healthy & nutritious meals & snacks has never been more important! **Munchy Crunchy Protein** can be effortlessly incorporated into your snacking and meals to add *a lot* of healthy 100% plant protein that tastes great.

➔ ➔ See our **PROTEIN LOVER SALE** on page 2, *exclusively for our newsletter readers!* ⬅ ⬅

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

Our Commitment to Protein! – Part 3

Click [here](#) to see Parts 1 & 2 in the previous edition of the Plant Based Journal, about why we focus on providing a lot of healthy protein. *In summary*, protein is a macro nutrient needed every day, in sufficient amounts to maintain optimal health of many body systems. *Protein is critical for good health.*

Protein’s Impact Beyond “Physical”

A person’s *mental and emotional health* is directly tied to their physical health! Nutrition and physical activity – for better or for worse – have a great deal to do with mental and emotional health. It is really no surprise that protein may play a key role in issues of **sleep, anxiety, mood and focus.**

Nutrition – including protein – has a great deal to do with mental and emotional health!

Sleeping

Many amino acids are needed by the body to create protein *and for many other functions.* By itself, the body produces all but nine amino acids. The 9 that need to be consumed in appropriate amounts in a person’s diet are sometimes called *essential amino acids.* The proteins used by Vegetarian Traveler provide all 9 essential amino acids. One of those is called *tryptophan.* A lot of people have heard that (American) Thanksgiving Day dinners featuring turkey as the central meal component can make you sleepy because it contains relatively high amounts of tryptophan. That amino acid is required to create the the brain chemical called serotonin, which in turn is required to create the hormone melatonin. It is generally believed that melatonin helps regulate the sleep/wake cycle, although as is often the case more good science needs to be done to understand complex bodily functions. Common plant sources of tryptophan include soy, oats, bananas, pumpkin seeds, dates and tree nuts. A lot of tryptophan supplements are sold, but it is usually best to obtain nutrition through the food we eat.

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June/July 2021

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EDIBLE INFORMATION

Summer of 2021 is so much more fun than Summer 2020! We are starting to joyously (and safely) go out again – to friends’ homes, social gatherings, restaurants, and even hitting the road. What hasn’t changed is figuring out how to get enough protein – or sometimes *any* protein – when away from home. Bring Munchy Crunchy Protein with you and never go without healthy protein for any meal or snacking occasion. We are committed to always having plant-protein choices where ever we are! *See Page 3 about our own recent experience back on the road again . . .*

Quote to Note

"The road to health is paved with vegetables, fruits, beans, rice and grains". ~ Polly Strand
 "Plants have all of the protein you need". ~ Vegan Strong

Our Commitment to Protein (continued from Page 1)

Depression & Anxiety

Many of the brain's neurotransmitters, including serotonin, dopamine, noradrenaline, and GABA are made with some essential amino acids (components of proteins). Low levels of these brain chemicals have been linked to **depression**. So for example tryptophan is required to produce serotonin (the "feel good hormone"). Additionally, too little protein in a diet can lead to sleep problems, and too little sleep can contribute to depression symptoms.

Likewise with **anxiety**, adequate dopamine can decrease anxiety levels, and sufficient protein is needed to produce dopamine. Additionally, getting enough protein can help keep **blood sugar** levels stable. A drop in blood sugar can increase the production of adrenaline (the "fight or flight" hormone), which can increase feelings of anxiety.

Troubles with Focusing

Again, clear thinking is easier when you have the right levels of certain brain chemicals, including the neurotransmitters serotonin and dopamine. As already mentioned, amino acids from your diet are needed to produce these chemicals.

Back to the Beginning

Remember where we started – Why do we focus so much on protein? How much protein do we need for basic health? Does more protein provide optimal health? As you can see through all three parts of this series, *protein is critical* for loads of bodily systems and functions.

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Calling all protein lovers!

25% Off on all
Munchy Crunchy Protein Snacks

➔ Use Code: **PROTEINLOVER** ⬅

Through Summer (August 31, 2021)

www.MunchyCrunchyProtein.com



FOLLOW-UP SHOUT OUT...

Robert Cheeke's and Matt Frazer's new book, **The Plant-Based Athlete: The Game-Changing Secret Revolutionizing How the World's Top Competitors Perform**, has made the NY Times Best Seller List and is also a top rated book on Amazon! Big congrats to them for such success in helping to move the plant-based eating movement forward. Be sure to get a copy from Amazon, Barnes & Noble, or your local bookstore!

... AND TALK ABOUT A VEGAN ATHLETE!

Congrats to Novak Djokavic, winner of 85 tennis titles, who added another French Open title to his record. His last two matches both lasted 5 sets – that's hours of continuous top-level play! – including defeating Rafael Nadal who is the best French Open player in history. Novak, a plant-based eater (he prefers to use that term) at 34 years old, continues to outperform all opponents and credits his plant-based diet for much of his success. Who are we to disagree!!

LATE BREAKING NEWS: Djokavic has won Wimbledon again, giving him 20 Grand Slam titles; he goes for both title #21 (the most in tennis history), and for the "Golden Grand Slam" in the upcoming Olympics & US Open! PLANT POWER ROCKS!

Who Is On a Vegan Journey?

More than athletes, here is a short list of movie/TV/music celebrities who are vegan in 2021! The total list is long, but this gives you an idea how many people have gone vegan to support their physical and moral health, and a healthier planet as well!

Queen's Legendary Guitarist
 Brian May

Star Wars "Jedi" actor
 Daisy Ridley

The Big Bang Theory actor
 Mayim Bialik

Marvel's Avenger actor
 Benedict Cumberbatch

Celebrity Tattoo Artist Kat Von D

Music Mogul Russel Simmons

"Spiderman" actor Tobey McGuire

Musician Billie Eilish

Superheroes, Jedi, Artists & Musicians, Smart People – including YOU!

Our Commitment to Protein (continued from Page 2)

As one of the three macro nutrients, protein can be the most difficult macro to get in a society of animal-focused nutrition. It's needed to build and maintain muscle, repair tissue, and transport nutrients, as well as to make enzymes, hormones, and neurotransmitters. From the top of your head (and especially inside of your head!), to the tips of your toes, protein is an essential macronutrient that is **vital for practically every bodily function**.

We have personally experienced the benefits of increasing our protein intake and for us it could not be more important in living a healthy and strong life! As people who stopped eating animals in the 1970's, we have experienced the challenges of frequent times when getting enough protein in a meal or in a day was really hard to do, or just plain impossible. And, we sincerely care about helping to move society towards more plant-based eating by offering people help to stay on that path. We specifically created our high protein snacks and toppers so that you can easily increase your daily protein intake using high quality plant protein made with whole food and simple, natural ingredients.

This is our commitment to you!

For some insight into *your* protein needs, check out this calculator on our website!

<https://munchycrunchyprotein.com/2021/06/15/how-much-protein-do-you-need-on-a-daily-basis-try-this-protein-calculator/>

On The Road Again

Some things change . . . and some things stay the same!

Good News!

With the Covid pandemic becoming more controlled, we were able to attend our first live food biz show since 2019! We traveled by road, stayed at a hotel, and ate food from restaurants – just like in “the old days”! Virtual business meetings help, but changing back to meeting in person sure has its advantages. <smile>

Bad News!

What has not changed is it was still difficult for us to find sufficient amounts of plant protein (vegan) to eat at every meal. Sure, at three dinners we ate a tofu/rice meal, a black bean taco meal, and a veggie burger. But as usual, for our other 10 meals we brought our own soy milk for our own high-protein cereal, our own vegan yogurt, our own PB& J, our own veggies/hummus, our own vegan hot dogs and pepperonis, *and of course our own high protein snacks and meal toppers!*

Whew, sure glad it is getting easier to eat vegan on the road!

Vegan Funnies



Happiness is finding out at a restaurant that there is a real vegan option.



I dream of the day when there are many vegan options *with protein* on all restaurant menus!

Website & Social Media Links for You!

Munchy Crunchy Protein WEBSITE:

www.MunchyCrunchyProtein.com

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