



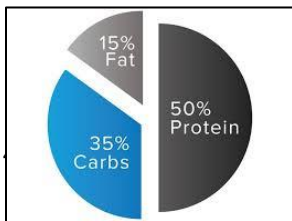
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or just Google “Munchy Crunchy Protein” to find your favorite way to buy!

See our latest PROMO CODE on page 2 just for you!

Counting Macros: Protein

Yes . . . We are Talking to YOU!



Yes, you – whether you are a vegan, a vegetarian, a flexitarian, a committed omnivore or something else. **Whatever you eat for protein, how much protein do YOU eat on an average daily basis?** 45 or 50g? 75 or 80g? 100 or 125g? More? Less? *Do you even know?* You should, because it really can make a profound difference to your body, mind and emotions!

But here is the thing: our bodies do not store excess protein, so we need to eat adequate amounts every day for optimal health.

Dietitians and nutritionists understand that a healthy diet includes many nutrients that are critical to good health, and you need to make it your business to get what you need. When we talk about *macros*, we are not talking about micro nutrients like minerals (potassium, calcium, magnesium, etc.), vitamins (B, C, D, etc.), antioxidants or phytonutrients. Regarding those dietary *micros*, it is critical that we eat the right foods to get that nutrition, and in almost every case the best source for those things are plants. **Duh.**

But here, we are talking about the big 3 macros: nutrient categories that are needed in relatively larger quantities every day: **Protein, Fat and Carbohydrates**. Of those three, only fat and carbs are stored by our bodies.

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Aug / Sept 2022

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EDIBLE INFORMATION – EASY TO PUMP UP YOUR PROTEIN!

Munchy Crunchy Protein provides so many great ways to easily add more protein to any meal or snack time!

Like . . . avocado toast . . . “bugs on a stick” . . . a quick salad . . . bowl of yogurt . . . or just in your hand!



Quote to Note

There is something about veganism that is not easy, but the difficulty is not inherent in veganism, but in our culture.” ~ Will Tuttle

MACROS & PROTEIN (continued from Page 1)

It's pretty clear that we store fat, right? *Geezzz*. And carbs are turned into glucose (sugars) and used for immediate energy needs, with the balance stored as glycogen in the liver or fatty cells. Protein is also used for energy, but first it supplies the amino acids that we need to build and maintain muscles and for other required protein needs in our bodies. (Click on this [Blog](#) link to our website for previous newsletters covering how protein supports virtually all bodily functions). ***But here is the thing: our bodies do not store excess protein, so we need to eat adequate amounts every day for optimal health. OK, but how much protein per day?*** And what is the ratio of Fats/Carbs/Protein we should follow? A commonly cited calorie ratio guideline is: Proteins: 10–35% of total calories; Fats: 20–35%, and Carbs 45–65%. However, the ratio chart graphic on Page 1 shows a 50/15/35 ratio of protein/fats/carbs. This is a ratio commonly used or weight loss or management, and for those people seeking to add or maintain more muscle. A larger percent of calories from protein is the goal of Vegetarian Traveler Founders Christy and Chuck. Some years ago they moved from 45-50g of plant protein daily to 70-80g daily. They are both in their 60's, are active and work out hard regularly. The move to 75g per day made a big difference in how they felt, and now they have moved to a goal of more than 100g per day. To do this they need to

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You Need More Protein!

Munchy Crunchy Protein
25% Off!

(Does not include Munchy Sampler)
Through September 2022
Use Code:
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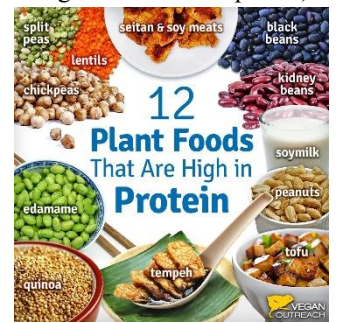


Is Eating Out Getting Easier for Vegans?

We are not all that sure! Yes, some fast food and sit-down restaurants are testing out “plant-based meat/dairy/seafood analogs”. But sales results are mixed at best, adoption is still spotty, and producers are still trying to perfect tastes, textures, etc. Good news is there are a growing number of companies, from new start-ups to the big-name CPG companies, that keep coming out with new items, so there is some hope.

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Most conventional eateries do not serve much of these →



Who Is On a Vegan Journey?

THE MIGHTY THOR!

NO . . . not Thor, the *God of Thunder* . . . but Jane Foster, the Marvel character now known as the *Mighty Thor*.

Have you heard about the “**vegan kiss**”? Wait, what??

Natalie Portman, the actor who plays Jane Foster in Thor movies, has been a vegan/vegetarian for most of her life. Chris Hemsworth, the actor who plays *Thor*, eats smaller meals 10 times a day, including plenty of meat. Chris Hemsworth is uniformly described as a kind and considerate man, according to Hollywood insiders. Mr. Hemsworth abstained from eating meat before a “kissing scene” with Ms. Portman, not because she asked him to but on his own as a considerate gesture. *How cool is that!*



MACROS & PROTEIN (continued from Page 2)

generally track their daily protein intake to ensure they continue to hit that target. They also look for every opportunity to add plant protein to their meals and snacks. In addition to a protein supplement (they currently favor the *Perfect Aminos* supplement), they eat a variety of legumes, nuts, seeds, whole grains, and of course Munchy Crunchy Protein (MCP) which works with just about everything! MCP is especially helpful when they need to eat away from home.

SO, do your own research online, perhaps speak with a professional with solid, current nutrition knowledge, and then take action to increase your protein intake to experience all of the benefits optimal protein provides. Let us know how much better you feel! We love publishing comments from our readers and customers so that our whole community can learn more and stay motivated themselves!

Opinion Time continued from Page 2

We know that creating “meat/dairy analogs” with great taste and texture is not easy and it takes *a lot of processing of many ingredients* to make it work. Honestly, we prefer the “old days” when some restaurants offered “veggie burgers” that were made fresh with real food; and we are not into food that tastes like, looks like or “bleeds like” meat! To be fair, today’s meat-analog producers are targeting meat-eating consumers to start making a switch; they are not primarily focusing on folks who are already vegan or vegetarian because of the smaller market size. *And, most restaurants still do not offer meals with substantial amounts of plant protein made with the ingredients pictured on Page 2.*

The Vegetarian Traveler approach continues to be different: Munchy Crunchy Protein is a natural, whole food made with simple ingredients and minimal processing (legumes are soaked and roasted), is 100% plant-based, offers exceptional nutrition including very high protein and fiber, and works by itself or added to most any food, anywhere you are. It makes salads, soups, stir-fries, yogurts and more *better tasting and provides crunchy texture*. Someday restaurants and catered affairs will offer healthier plant-based protein options, but sadly we believe we are still years away from that. In the meantime, we are sure glad we can add Munchy Crunchy Protein to any meal we eat, anywhere and anytime! Yay!!!

Vegan Funnies



Maybe it is getting easier to find vegan options when eating away from home. But to paraphrase a popular fast food restaurant: “Where’s the ~~Beef~~ Plant Protein?”

Where Can You Find Munchy Crunchy Protein?

Click This Google Link to Search!

<https://www.google.com/search?q=munchy+crunchy+protein&oq=Munchy+Crunchy+Protein&aqs=chrome.69i59j0i390l2j69i65j69i60l2j69i65l2.7780j0j15&sourceid=chrome&ie=UTF-8>

Or click on our Store Locator link at the top of our website.

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