

Product #: 1

Product Name: Rolled Oats

Product Category: Whole Grains

Ingredients: 100% Whole Grain Rolled Oats

Nutritional Values (approximate, per serving):

- Calories (kcal): 150
- Protein (g): 5
- Carbohydrates (g): 27
- Fats (g): 3
- Fiber (g): 4
- Sugar (g): 1
- Key Vitamins / Minerals: Manganese, Phosphorus, Magnesium, Vitamin B1

Health Benefits:

- Supports sustained energy levels through complex carbohydrates.
- Promotes digestive regularity due to high soluble fiber content.
- Contributes to heart health as part of a balanced diet.

Recommended Usage:

- Serving Size: 40g (dry)
- Frequency: Daily
- Best Time to Consume: Morning

Target Audience: General adults, athletes, and fitness enthusiasts.

Lifestyle Positioning: Essential breakfast staple for long-lasting morning energy.

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Product #: 2

Product Name: Quinoa (White)

Product Category: Pseudocereals / Whole Grains

Ingredients: 100% Organic White Quinoa Seeds

Nutritional Values (approximate, per serving):

- Calories (kcal): 222 (cooked)
- Protein (g): 8
- Carbohydrates (g): 39
- Fats (g): 4
- Fiber (g): 5

- Sugar (g): 0
- Key Vitamins / Minerals: Folate, Magnesium, Iron, Zinc

Health Benefits:

- Provides a complete plant-based protein profile containing all nine essential amino acids.
- Supports metabolic health through a low glycemic index.
- Assists in maintaining healthy muscle mass.

Recommended Usage:

- Serving Size: 185g (cooked)
- Frequency: 3-4 times per week
- Best Time to Consume: Lunch or Dinner

Target Audience: Vegetarians, vegans, and health-conscious individuals.

Lifestyle Positioning: A versatile, nutrient-dense alternative to refined grains.

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Product #: 3

Product Name: Chia Seeds

Product Category: Seeds

Ingredients: 100% Raw Chia Seeds (*Salvia hispanica*)

Nutritional Values (approximate, per serving):

- Calories (kcal): 138
- Protein (g): 4.7
- Carbohydrates (g): 12
- Fats (g): 8.7
- Fiber (g): 9.8
- Sugar (g): 0
- Key Vitamins / Minerals: Calcium, Manganese, Phosphorus, Omega-3 Fatty Acids

Health Benefits:

- High antioxidant content supports general cellular health.
- Promotes hydration and satiety due to water-absorbent properties.
- Supports healthy bone density through essential mineral content.

Recommended Usage:

- Serving Size: 28g (2 tablespoons)
- Frequency: Daily
- Best Time to Consume: Morning or as a snack

Target Audience: Busy professionals and individuals seeking high-fiber additions.

Lifestyle Positioning: A convenient "superfood" boost for smoothies, puddings, and salads.

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Product #: 4

Product Name: Greek Yogurt (Plain, Low-Fat)

Product Category: Dairy

Ingredients: Grade A Pasteurized Skimmed Milk, Live Active Cultures

Nutritional Values (approximate, per serving):

- Calories (kcal): 100
- Protein (g): 18
- Carbohydrates (g): 6
- Fats (g): 0.5
- Fiber (g): 0
- Sugar (g): 5 (naturally occurring lactose)
- Key Vitamins / Minerals: Calcium, Vitamin B12, Selenium, Potassium

Health Benefits:

- Supports gut health through the delivery of probiotics.
- Facilitates muscle recovery and repair with high protein content.
- Promotes a feeling of fullness, aiding in weight management.

Recommended Usage:

- Serving Size: 170g
- Frequency: Daily
- Best Time to Consume: Post-workout or Breakfast

Target Audience: Active individuals and those focusing on weight wellness.

Lifestyle Positioning: A high-protein, probiotic-rich foundation for snacks and meals.

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Product #: 5

Product Name: Raw Almonds

Product Category: Nuts

Ingredients: 100% Raw Unsalted Almonds

Nutritional Values (approximate, per serving):

- Calories (kcal): 164
- Protein (g): 6
- Carbohydrates (g): 6
- Fats (g): 14
- Fiber (g): 3.5
- Sugar (g): 1
- Key Vitamins / Minerals: Vitamin E, Magnesium, Riboflavin, Copper

#### Health Benefits:

- Supports skin health through high Vitamin E (antioxidant) content.
- Provides healthy monounsaturated fats for cardiovascular support.
- Assists in maintaining stable energy levels between meals.

#### Recommended Usage:

- Serving Size: 28g (approx. 23 nuts)
- Frequency: Daily
- Best Time to Consume: Mid-morning or Mid-afternoon snack

Target Audience: General population seeking healthy snacks.

Lifestyle Positioning: Portable, nutrient-dense snack for on-the-go lifestyles.

Product #: 6

Product Name: Fresh Spinach

Product Category: Leafy Vegetables

Ingredients: 100% Fresh Baby Spinach Leaves

#### Nutritional Values (approximate, per serving):

- Calories (kcal): 7
- Protein (g): 0.9
- Carbohydrates (g): 1.1
- Fats (g): 0.1
- Fiber (g): 0.7
- Sugar (g): 0.1
- Key Vitamins / Minerals: Vitamin K, Vitamin A, Vitamin C, Iron

#### Health Benefits:

- Supports healthy vision and immune function through Vitamin A.
- Contributes to bone health via high Vitamin K levels.
- Provides antioxidants that protect against oxidative stress.

#### Recommended Usage:

- Serving Size: 30g (raw)
- Frequency: Daily
- Best Time to Consume: Any meal

Target Audience: Families, athletes, and health-conscious eaters.

Lifestyle Positioning: A foundational green for salads, smoothies, and cooking.

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Product #: 7

Product Name: Red Lentils

Product Category: Legumes

Ingredients: 100% Dried Split Red Lentils

Nutritional Values (approximate, per serving):

- Calories (kcal): 115 (cooked)
- Protein (g): 9
- Carbohydrates (g): 20
- Fats (g): 0.4
- Fiber (g): 8
- Sugar (g): 1
- Key Vitamins / Minerals: Folate, Iron, Pantothenic Acid, Potassium

Health Benefits:

- Supports energy production through high iron and B-vitamin content.
- Promotes digestive health through significant dietary fiber.
- Offers a sustainable, low-fat source of plant protein.

Recommended Usage:

- Serving Size: 100g (cooked)
- Frequency: 2-3 times per week
- Best Time to Consume: Lunch or Dinner

Target Audience: Budget-conscious healthy eaters and vegetarians.

Lifestyle Positioning: A shelf-stable, quick-cooking plant protein for hearty meals.

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Product #: 8

Product Name: Blueberries (Fresh)

Product Category: Fruits / Berries

Ingredients: 100% Fresh Blueberries

Nutritional Values (approximate, per serving):

- Calories (kcal): 84
- Protein (g): 1.1
- Carbohydrates (g): 21
- Fats (g): 0.5
- Fiber (g): 3.6
- Sugar (g): 15
- Key Vitamins / Minerals: Vitamin C, Vitamin K, Manganese, Anthocyanins

Health Benefits:

- Supports cognitive health through high flavonoid content.
- Protects cells from oxidative damage via potent antioxidants.
- Supports healthy immune response.

Recommended Usage:

- Serving Size: 150g (1 cup)
- Frequency: Daily
- Best Time to Consume: Morning or as a dessert replacement

Target Audience: All age groups, particularly those focused on brain health.

Lifestyle Positioning: A natural, sweet treat packed with protective phytonutrients.

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Product #: 9

Product Name: Hass Avocado

Product Category: Fruits / Healthy Fats

Ingredients: 100% Fresh Hass Avocado

Nutritional Values (approximate, per serving):

- Calories (kcal): 160
- Protein (g): 2
- Carbohydrates (g): 8.5
- Fats (g): 15
- Fiber (g): 6.7
- Sugar (g): 0.7
- Key Vitamins / Minerals: Potassium, Vitamin K, Vitamin E, Folate

Health Benefits:

- Supports heart health through high levels of oleic acid (monounsaturated fat).
- Enhances the absorption of fat-soluble vitamins (A, D, E, K) from other foods.

- Promotes skin elasticity and hydration.

Recommended Usage:

- Serving Size: 1/2 medium avocado (approx. 100g)
- Frequency: 3-5 times per week
- Best Time to Consume: Breakfast or Lunch

Target Audience: Individuals following keto, Mediterranean, or whole-food diets.

Lifestyle Positioning: A creamy, nutrient-dense addition to modern breakfasts and salads.

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Product #: 10

Product Name: Sweet Potato (Orange)

Product Category: Starchy Vegetables

Ingredients: 100% Fresh Sweet Potato

Nutritional Values (approximate, per serving):

- Calories (kcal): 103 (baked)
- Protein (g): 2.3
- Carbohydrates (g): 24
- Fats (g): 0.2
- Fiber (g): 3.8
- Sugar (g): 7
- Key Vitamins / Minerals: Beta-carotene (Vitamin A), Vitamin C, Vitamin B6, Potassium

Health Benefits:

- Supports immune system function through high Vitamin A levels.
- Provides steady glucose release for consistent energy.
- Promotes gut health through diverse fiber types.

Recommended Usage:

- Serving Size: 1 medium potato (115g)
- Frequency: 3-4 times per week
- Best Time to Consume: Pre-workout or Dinner

Target Audience: Athletes and active families.

Lifestyle Positioning: A wholesome, natural carbohydrate source for active recovery.

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Product #: 11

Product Name: Walnuts

Product Category: Nuts

Ingredients: 100% Raw Walnut Halves

Nutritional Values (approximate, per serving):

- Calories (kcal): 185
- Protein (g): 4.3
- Carbohydrates (g): 3.9
- Fats (g): 18.5
- Fiber (g): 1.9
- Sugar (g): 0.7
- Key Vitamins / Minerals: Omega-3 (ALA), Copper, Manganese, Vitamin B6

Health Benefits:

- Supports brain health and cognitive function through Omega-3 fatty acids.
- Contributes to a healthy lipid profile.
- Provides unique antioxidants (polyphenols) that support healthy aging.

Recommended Usage:

- Serving Size: 28g (approx. 7 halves)
- Frequency: Daily
- Best Time to Consume: Snack or added to salads

Target Audience: Seniors, students, and health-conscious adults.

Lifestyle Positioning: The premier nut for plant-based Omega-3 intake.

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Product #: 12

Product Name: Ground Flaxseeds

Product Category: Seeds

Ingredients: 100% Organic Cold-Milled Flaxseeds

Nutritional Values (approximate, per serving):

- Calories (kcal): 37
- Protein (g): 1.3
- Carbohydrates (g): 2
- Fats (g): 3
- Fiber (g): 1.9
- Sugar (g): 0
- Key Vitamins / Minerals: Thiamine, Magnesium, Phosphorus, Lignans



#### Health Benefits:

- Supports hormonal balance through plant lignans.
- Promotes regular digestion and bowel health.
- Contributes to cardiovascular wellness via Alpha-Linolenic Acid (ALA).

#### Recommended Usage:

- Serving Size: 7g (1 tablespoon)
- Frequency: Daily
- Best Time to Consume: Mixed into breakfast porridge or smoothies

Target Audience: Individuals seeking digestive and hormonal support.

Lifestyle Positioning: A simple, invisible nutritional upgrade for everyday meals.

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Product #: 13

Product Name: Chickpeas (Garbanzo Beans)

Product Category: Legumes

Ingredients: 100% Dried Chickpeas

Nutritional Values (approximate, per serving):

- Calories (kcal): 164 (cooked)
- Protein (g): 9
- Carbohydrates (g): 27
- Fats (g): 2.6
- Fiber (g): 8
- Sugar (g): 5
- Key Vitamins / Minerals: Manganese, Folate, Copper, Iron

#### Health Benefits:

- Supports blood sugar management through a high fiber-to-protein ratio.
- Promotes satiety and assists in appetite control.
- Supports healthy bone structure through essential minerals.

#### Recommended Usage:

- Serving Size: 100g (cooked)
- Frequency: 2-3 times per week
- Best Time to Consume: Lunch

Target Audience: Plant-based eaters and meal-preppers.

Lifestyle Positioning: A versatile staple for hummus, salads, and stews.

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Product #: 14

Product Name: Kale (Curly)

Product Category: Leafy Vegetables

Ingredients: 100% Fresh Curly Kale

Nutritional Values (approximate, per serving):

- Calories (kcal): 33 (raw)
- Protein (g): 2.2
- Carbohydrates (g): 6
- Fats (g): 0.5
- Fiber (g): 1.3
- Sugar (g): 0
- Key Vitamins / Minerals: Vitamin K, Vitamin C, Vitamin A, Calcium

Health Benefits:

- Offers powerful detoxification support through sulfur compounds.
- Provides high levels of Vitamin C for collagen synthesis and skin health.
- Supports eye health through lutein and zeaxanthin.

Recommended Usage:

- Serving Size: 67g (1 cup)
- Frequency: 3-4 times per week
- Best Time to Consume: Lunch or Dinner

Target Audience: Health enthusiasts and "superfood" seekers.

Lifestyle Positioning: A nutrient-dense powerhouse for salads and green juices.

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Product #: 15

Product Name: Wild-Caught Salmon

Product Category: Seafood / Protein

Ingredients: 100% Raw Wild Salmon Fillet

Nutritional Values (approximate, per serving):

- Calories (kcal): 182
- Protein (g): 25
- Carbohydrates (g): 0
- Fats (g): 8

- Fiber (g): 0
- Sugar (g): 0
- Key Vitamins / Minerals: Vitamin B12, Vitamin D, Selenium, Omega-3 (EPA/DHA)

Health Benefits:

- Supports cardiovascular function and healthy blood pressure.
- Promotes joint health and reduces exercise-induced inflammation.
- Essential for neurological health and mood regulation.

Recommended Usage:

- Serving Size: 113g (4 oz)
- Frequency: 2 times per week
- Best Time to Consume: Dinner

Target Audience: Fitness professionals and health-conscious families.

Lifestyle Positioning: Premium protein source for anti-inflammatory nutrition.

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Product #: 16

Product Name: Brown Rice (Long Grain)

Product Category: Whole Grains

Ingredients: 100% Whole Grain Brown Rice

Nutritional Values (approximate, per serving):

- Calories (kcal): 216 (cooked)
- Protein (g): 5
- Carbohydrates (g): 45
- Fats (g): 1.8
- Fiber (g): 3.5
- Sugar (g): 0.7
- Key Vitamins / Minerals: Selenium, Magnesium, Manganese, Niacin

Health Benefits:

- Provides complex carbohydrates for stable, long-term energy.
- Supports metabolic health by providing essential trace minerals.
- Promotes digestive health through intact bran and germ layers.

Recommended Usage:

- Serving Size: 195g (1 cup cooked)
- Frequency: 3-4 times per week
- Best Time to Consume: Lunch

Target Audience: General population seeking a wholesome grain base.

Lifestyle Positioning: A reliable, unrefined staple for balanced meal plates.

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Product #: 17

Product Name: Pumpkin Seeds (Pepitas)

Product Category: Seeds

Ingredients: 100% Raw Unsalted Pumpkin Seeds

Nutritional Values (approximate, per serving):

- Calories (kcal): 163
- Protein (g): 8.5
- Carbohydrates (g): 4
- Fats (g): 13
- Fiber (g): 1.8
- Sugar (g): 0
- Key Vitamins / Minerals: Zinc, Magnesium, Iron, Phosphorus

Health Benefits:

- Supports immune system function via high zinc content.
- Promotes better sleep quality through the amino acid tryptophan.
- Supports healthy prostate function and mineral balance.

Recommended Usage:

- Serving Size: 28g
- Frequency: Daily
- Best Time to Consume: Evening snack or topping

Target Audience: Men's health-focused individuals and plant-based athletes.

Lifestyle Positioning: A crunchy, mineral-rich snack for immune and sleep support.

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Product #: 18

Product Name: Broccoli (Fresh)

Product Category: Cruciferous Vegetables

Ingredients: 100% Fresh Broccoli Florets

Nutritional Values (approximate, per serving):

- Calories (kcal): 31 (raw)
- Protein (g): 2.5
- Carbohydrates (g): 6
- Fats (g): 0.3
- Fiber (g): 2.4
- Sugar (g): 1.5
- Key Vitamins / Minerals: Vitamin C, Vitamin K, Folate, Potassium

Health Benefits:

- Supports natural liver detoxification processes.
- Contributes to DNA protection through sulforaphane content.
- Promotes iron absorption when eaten with iron-rich foods.

Recommended Usage:

- Serving Size: 90g
- Frequency: Daily
- Best Time to Consume: Lunch or Dinner

Target Audience: Families and individuals focused on preventative wellness.

Lifestyle Positioning: A quintessential health vegetable for daily vitality.

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Product #: 19

Product Name: Whole Eggs (Large)

Product Category: Protein / Dairy (Common Classification)

Ingredients: 100% Chicken Eggs

Nutritional Values (approximate, per serving):

- Calories (kcal): 72
- Protein (g): 6.3
- Carbohydrates (g): 0.4
- Fats (g): 4.8
- Fiber (g): 0
- Sugar (g): 0.2
- Key Vitamins / Minerals: Choline, B12, Riboflavin, Iodine

Health Benefits:

- Supports brain development and memory through high choline levels.
- Provides a high-quality, bioavailable source of all essential amino acids.
- Promotes eye health through antioxidants lutein and zeaxanthin.

Recommended Usage:

- Serving Size: 1-2 eggs
- Frequency: Daily (within dietary limits)
- Best Time to Consume: Breakfast

Target Audience: Athletes, students, and busy adults.

Lifestyle Positioning: A versatile, cost-effective "gold standard" protein.

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Product #: 20

Product Name: Green Tea

Product Category: Beverages

Ingredients: 100% Camellia sinensis Dried Leaves

Nutritional Values (approximate, per serving):

- Calories (kcal): 2
- Protein (g): 0
- Carbohydrates (g): 0
- Fats (g): 0
- Fiber (g): 0
- Sugar (g): 0
- Key Vitamins / Minerals: Catechins (EGCG), Caffeine, L-theanine

Health Benefits:

- Supports metabolic rate and fat oxidation.
- Promotes mental alertness and focus without jitters.
- Provides high levels of polyphenols for cellular protection.

Recommended Usage:

- Serving Size: 240ml (1 cup)
- Frequency: 1-3 times daily
- Best Time to Consume: Morning or between meals

Target Audience: Individuals seeking antioxidant-rich beverages.

Lifestyle Positioning: A calming, health-forward alternative to coffee.

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Product #: 21

Product Name: Brown Lentils

Product Category: Legumes

Ingredients: 100% Whole Brown Lentils

Nutritional Values (approximate, per serving):

- Calories (kcal): 115 (cooked)
- Protein (g): 9
- Carbohydrates (g): 20
- Fats (g): 0.4
- Fiber (g): 8
- Sugar (g): 1
- Key Vitamins / Minerals: Iron, Folate, Manganese, Phosphorus

Health Benefits:

- Supports long-term satiety and weight management due to high fiber content.
- Provides a significant source of plant-based iron for energy metabolism.
- Promotes digestive health through prebiotic fibers that support gut flora.

Recommended Usage:

- Serving Size: 100g (cooked)
- Frequency: 3-4 times per week
- Best Time to Consume: Lunch or Dinner

Target Audience: Vegetarians, vegans, and health-conscious meal-preppers.

Lifestyle Positioning: A durable, affordable pantry staple for protein-rich plant-based meals.

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Product #: 22

Product Name: Low-Fat Cottage Cheese

Product Category: Dairy

Ingredients: Cultured Skim Milk, Cream, Salt, Vitamin A Palmitate

Nutritional Values (approximate, per serving):

- Calories (kcal): 82
- Protein (g): 11
- Carbohydrates (g): 3
- Fats (g): 2.3
- Fiber (g): 0
- Sugar (g): 3
- Key Vitamins / Minerals: Calcium, B12, Selenium, Phosphorus

Health Benefits:

- Provides slow-digesting casein protein, ideal for muscle maintenance.
- Supports bone strength through high calcium and phosphorus levels.

- Contributes to a balanced metabolism via Vitamin B12.

Recommended Usage:

- Serving Size: 110g (1/2 cup)
- Frequency: Daily
- Best Time to Consume: Evening or Post-workout

Target Audience: Athletes and individuals focused on high-protein diets.

Lifestyle Positioning: A versatile, high-protein snack for muscle recovery and satiety.

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Product #: 23

Product Name: Fresh Strawberries

Product Category: Fruits / Berries

Ingredients: 100% Fresh Strawberries

Nutritional Values (approximate, per serving):

- Calories (kcal): 49
- Protein (g): 1
- Carbohydrates (g): 12
- Fats (g): 0.5
- Fiber (g): 3
- Sugar (g): 7
- Key Vitamins / Minerals: Vitamin C, Manganese, Folate, Potassium

Health Benefits:

- Supports immune system vitality with high concentrations of Vitamin C.
- Provides antioxidants that assist in protecting skin from oxidative stress.
- Contributes to heart health through natural polyphenol compounds.

Recommended Usage:

- Serving Size: 150g (1 cup)
- Frequency: Daily
- Best Time to Consume: Morning or Mid-day snack

Target Audience: General population and children.

Lifestyle Positioning: A naturally sweet, low-calorie treat for daily antioxidant support.

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Product #: 24



Product Name: Asparagus

Product Category: Vegetables

Ingredients: 100% Fresh Asparagus Spears

Nutritional Values (approximate, per serving):

- Calories (kcal): 20 (cooked)
- Protein (g): 2.2
- Carbohydrates (g): 3.7
- Fats (g): 0.2
- Fiber (g): 1.8
- Sugar (g): 1.2
- Key Vitamins / Minerals: Vitamin K, Folate, Vitamin A, Vitamin C

Health Benefits:

- Acts as a natural prebiotic to support healthy digestive bacteria.
- Provides essential folate for cellular repair and DNA synthesis.
- Supports healthy blood clotting and bone density via Vitamin K.

Recommended Usage:

- Serving Size: 90g (approx. 5-6 spears)
- Frequency: 2-3 times per week
- Best Time to Consume: Dinner

Target Audience: Health-conscious adults and gourmet home cooks.

Lifestyle Positioning: A premium, nutrient-dense vegetable for sophisticated, healthy dining.

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Product #: 25

Product Name: Sunflower Seeds

Product Category: Seeds

Ingredients: 100% Raw Unsalted Sunflower Kernels

Nutritional Values (approximate, per serving):

- Calories (kcal): 165
- Protein (g): 5.5
- Carbohydrates (g): 7
- Fats (g): 14
- Fiber (g): 3
- Sugar (g): 1
- Key Vitamins / Minerals: Vitamin E, Selenium, Magnesium, B6

#### Health Benefits:

- Supports skin health and cell protection through potent Vitamin E levels.
- Contributes to healthy thyroid function via selenium content.
- Provides magnesium to support nerve function and relaxation.

#### Recommended Usage:

- Serving Size: 30g
- Frequency: Daily
- Best Time to Consume: Afternoon snack or as a salad topping

Target Audience: Active individuals and plant-based snackers.

Lifestyle Positioning: A crunch-focused, nutrient-packed seed for daily vitality.

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Product #: 26

Product Name: Buckwheat Groats

Product Category: Pseudocereals

Ingredients: 100% Raw Buckwheat

Nutritional Values (approximate, per serving):

- Calories (kcal): 155 (cooked)
- Protein (g): 6
- Carbohydrates (g): 33
- Fats (g): 1
- Fiber (g): 4.5
- Sugar (g): 0
- Key Vitamins / Minerals: Copper, Magnesium, Manganese, Rutin

#### Health Benefits:

- Supports cardiovascular wellness through the antioxidant rutin.
- Provides a gluten-free grain alternative with a low glycemic load.
- Promotes digestive health through resistant starch and fiber.

#### Recommended Usage:

- Serving Size: 160g (cooked)
- Frequency: 2-4 times per week
- Best Time to Consume: Breakfast or Lunch

Target Audience: Gluten-free dieters and individuals managing blood sugar.

Lifestyle Positioning: An earthy, gluten-free whole grain for robust nutritional support.

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Product #: 27

Product Name: Black Beans

Product Category: Legumes

Ingredients: 100% Dried Black Turtle Beans

Nutritional Values (approximate, per serving):

- Calories (kcal): 114 (cooked)
- Protein (g): 7.6
- Carbohydrates (g): 20
- Fats (g): 0.5
- Fiber (g): 7.5
- Sugar (g): 0.3
- Key Vitamins / Minerals: Anthocyanins, Magnesium, Iron, Folate

Health Benefits:

- High anthocyanin content supports general antioxidant status.
- Promotes healthy digestion and stable blood glucose levels.
- Provides essential minerals for sustained energy and muscle function.

Recommended Usage:

- Serving Size: 100g (cooked)
- Frequency: 3-4 times per week
- Best Time to Consume: Lunch or Dinner

Target Audience: Athletes and those on plant-forward or Mediterranean diets.

Lifestyle Positioning: A foundational plant protein for energy and longevity.

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Product #: 28

Product Name: Bell Peppers (Red)

Product Category: Vegetables

Ingredients: 100% Fresh Red Bell Pepper

Nutritional Values (approximate, per serving):

- Calories (kcal): 31 (raw)
- Protein (g): 1
- Carbohydrates (g): 6
- Fats (g): 0.3

- Fiber (g): 2.1
- Sugar (g): 4.2
- Key Vitamins / Minerals: Vitamin C, Vitamin A, Vitamin B6, Potassium

#### Health Benefits:

- Contains exceptionally high Vitamin C to support skin collagen and immunity.
- Supports healthy vision through carotenoids like lutein and zeaxanthin.
- Provides B6 to support neurotransmitter health and mood regulation.

#### Recommended Usage:

- Serving Size: 100g
- Frequency: Daily
- Best Time to Consume: Any meal

Target Audience: General population looking to increase vegetable variety.

Lifestyle Positioning: A vibrant, crunchy source of essential vitamins for daily health.

Product #: 29

Product Name: Tempeh (Plain)

Product Category: Plant-Based Protein / Fermented

Ingredients: Organic Soybeans, Water, Rhizopus Oligosporus (Culture)

#### Nutritional Values (approximate, per serving):

- Calories (kcal): 160
- Protein (g): 18
- Carbohydrates (g): 8
- Fats (g): 9
- Fiber (g): 6
- Sugar (g): 0
- Key Vitamins / Minerals: Vitamin B12 (from fermentation), Riboflavin, Manganese, Phosphorus

#### Health Benefits:

- Supports gut microbiome health as a fermented whole-food source.
- Offers a dense, complete protein profile for muscle support.
- Provides highly bioavailable minerals due to the fermentation process.

#### Recommended Usage:

- Serving Size: 85g
- Frequency: 2-3 times per week
- Best Time to Consume: Lunch or Dinner

Target Audience: Vegans, vegetarians, and those seeking fermented foods.

Lifestyle Positioning: A nutty, firm plant protein for traditional and modern cooking.

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Product #: 30

Product Name: Raw Cashews

Product Category: Nuts

Ingredients: 100% Raw Unsalted Cashews

Nutritional Values (approximate, per serving):

- Calories (kcal): 157
- Protein (g): 5
- Carbohydrates (g): 9
- Fats (g): 12
- Fiber (g): 1
- Sugar (g): 1.7
- Key Vitamins / Minerals: Copper, Magnesium, Zinc, Iron

Health Benefits:

- Supports healthy immune response through significant zinc content.
- Promotes bone health and energy production via magnesium.
- Provides essential copper for iron metabolism and connective tissue health.

Recommended Usage:

- Serving Size: 28g (approx. 18 nuts)
- Frequency: 3-5 times per week
- Best Time to Consume: Afternoon snack

Target Audience: Busy professionals and active adults.

Lifestyle Positioning: A creamy, mineral-rich nut for convenient, high-quality snacking.

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Product #: 31

Product Name: Garlic (Fresh)

Product Category: Aromatics / Herbs

Ingredients: 100% Fresh Garlic Bulbs

Nutritional Values (approximate, per serving):

- Calories (kcal): 4 (per clove)
- Protein (g): 0.2
- Carbohydrates (g): 1
- Fats (g): 0
- Fiber (g): 0.1
- Sugar (g): 0
- Key Vitamins / Minerals: Allicin, Manganese, Vitamin B6, Selenium

Health Benefits:

- Supports the body's natural defense mechanisms through allicin.
- Contributes to cardiovascular wellness and healthy circulation.
- Provides sulfur compounds that support natural detoxification.

Recommended Usage:

- Serving Size: 1-2 cloves
- Frequency: Daily
- Best Time to Consume: With main meals (cooked or raw)

Target Audience: Culinary enthusiasts and health-conscious families.

Lifestyle Positioning: A foundational culinary herb for flavor and functional wellness.

---

Product #: 32

Product Name: Turmeric Root (Fresh or Powder)

Product Category: Spices / Roots

Ingredients: 100% Turmeric (*Curcuma longa*)

Nutritional Values (approximate, per serving):

- Calories (kcal): 9 (per teaspoon powder)
- Protein (g): 0.2
- Carbohydrates (g): 2
- Fats (g): 0.3
- Fiber (g): 0.6
- Sugar (g): 0.1
- Key Vitamins / Minerals: Curcumin, Manganese, Iron, Potassium

Health Benefits:

- Contains curcumin, which supports a healthy inflammatory response.
- Provides antioxidant support for overall cellular health.
- Supports digestive comfort and liver function.

Recommended Usage:

- Serving Size: 2g (approx. 1 teaspoon)
- Frequency: Daily
- Best Time to Consume: Morning (in tea/smoothies) or with dinner

Target Audience: Individuals seeking natural anti-inflammatory support.

Lifestyle Positioning: The essential "golden spice" for holistic lifestyle wellness.

---

Product #: 33

Product Name: Beets (Fresh)

Product Category: Root Vegetables

Ingredients: 100% Fresh Red Beets

Nutritional Values (approximate, per serving):

- Calories (kcal): 43
- Protein (g): 1.6
- Carbohydrates (g): 10
- Fats (g): 0.2
- Fiber (g): 2.8
- Sugar (g): 6.8
- Key Vitamins / Minerals: Folate, Manganese, Potassium, Nitrates

Health Benefits:

- Supports healthy blood pressure levels through natural dietary nitrates.
- Enhances athletic stamina and oxygen utilization during exercise.
- Promotes liver health and natural cleansing processes.

Recommended Usage:

- Serving Size: 100g
- Frequency: 2-3 times per week
- Best Time to Consume: Pre-workout or Lunch

Target Audience: Athletes and individuals focused on heart health.

Lifestyle Positioning: A vibrant root vegetable for performance and circulatory support.

---

Product #: 34

Product Name: Pomegranate Arils

Product Category: Fruits

Ingredients: 100% Fresh Pomegranate Seeds

Nutritional Values (approximate, per serving):

- Calories (kcal): 72
- Protein (g): 1.5
- Carbohydrates (g): 16
- Fats (g): 1
- Fiber (g): 3.5
- Sugar (g): 12
- Key Vitamins / Minerals: Vitamin K, Vitamin C, Folate, Punicalagins

Health Benefits:

- Offers high levels of punicalagins, which support heart and vessel health.
- Provides potent antioxidant protection for joint and skin health.
- Supports healthy memory function through unique polyphenols.

Recommended Usage:

- Serving Size: 87g (1/2 cup)
- Frequency: 2-3 times per week
- Best Time to Consume: Afternoon snack or as a salad garnish

Target Audience: Individuals interested in healthy aging and heart wellness.

Lifestyle Positioning: A premium, jewel-like fruit for advanced antioxidant intake.

---

Product #: 35

Product Name: Brazil Nuts

Product Category: Nuts

Ingredients: 100% Raw Brazil Nuts

Nutritional Values (approximate, per serving):

- Calories (kcal): 186
- Protein (g): 4
- Carbohydrates (g): 3.5
- Fats (g): 19
- Fiber (g): 2
- Sugar (g): 0.7
- Key Vitamins / Minerals: Selenium, Magnesium, Phosphorus, Thiamine

Health Benefits:

- Provides the world's densest natural source of selenium for thyroid health.
- Supports immune function and male reproductive health.



- Promotes brain health and cognitive longevity.

Recommended Usage:

- Serving Size: 2 nuts (approx. 10g)
- Frequency: Daily (limit to 2-3 nuts)
- Best Time to Consume: Morning

Target Audience: Adults seeking specific mineral support.

Lifestyle Positioning: A potent, mineral-dense "supplement" in the form of a nut.

---

Product #: 36

Product Name: Edamame (In Pod)

Product Category: Legumes / Vegetables

Ingredients: 100% Young Soybeans

Nutritional Values (approximate, per serving):

- Calories (kcal): 121 (steamed)
- Protein (g): 11
- Carbohydrates (g): 10
- Fats (g): 5
- Fiber (g): 5
- Sugar (g): 2
- Key Vitamins / Minerals: Folate, Vitamin K, Manganese, Soy Isoflavones

Health Benefits:

- Provides a high-protein, high-fiber snack that supports muscle and gut health.
- Contains isoflavones that may support hormonal balance.
- Offers a low-glycemic energy source for steady performance.

Recommended Usage:

- Serving Size: 118g (1/2 cup shelled)
- Frequency: 2-3 times per week
- Best Time to Consume: Snack or Appetizer

Target Audience: Plant-based athletes and healthy snackers.

Lifestyle Positioning: A fun, protein-forward snack for social or solo consumption.

---

Product #: 37

Product Name: Brussels Sprouts

Product Category: Cruciferous Vegetables

Ingredients: 100% Fresh Brussels Sprouts

Nutritional Values (approximate, per serving):

- Calories (kcal): 38 (cooked)
- Protein (g): 3
- Carbohydrates (g): 8
- Fats (g): 0.3
- Fiber (g): 3.3
- Sugar (g): 1.7
- Key Vitamins / Minerals: Vitamin K, Vitamin C, Vitamin A, Folate

Health Benefits:

- High fiber content supports healthy digestion and cholesterol levels.
- Provides sulforaphane to support natural cellular defense systems.
- Contributes to bone health via high Vitamin K concentration.

Recommended Usage:

- Serving Size: 100g
- Frequency: 2-3 times per week
- Best Time to Consume: Dinner

Target Audience: Health-conscious families and seasonal eaters.

Lifestyle Positioning: A nutrient-dense, hearty green for optimal wellness.

---

Product #: 38

Product Name: Plain Kefir (Low-Fat)

Product Category: Dairy / Fermented

Ingredients: Pasteurized Low-Fat Milk, Live Cultures (12+ Strains)

Nutritional Values (approximate, per serving):

- Calories (kcal): 110
- Protein (g): 11
- Carbohydrates (g): 12
- Fats (g): 2
- Fiber (g): 0
- Sugar (g): 11 (naturally occurring)
- Key Vitamins / Minerals: Calcium, Vitamin B12, Phosphorus, Magnesium

#### Health Benefits:

- Contains a diverse range of probiotics to significantly support gut health.
- Promotes healthy immune function through balanced microbiome support.
- Easier to digest for many people with slight lactose sensitivities.

#### Recommended Usage:

- Serving Size: 240ml (1 cup)
- Frequency: Daily
- Best Time to Consume: Morning or Evening

Target Audience: Individuals focused on digestive and immune health.

Lifestyle Positioning: A powerful, drinkable probiotic for daily internal balance.

---

Product #: 39

Product Name: Hemp Seeds (Hulled)

Product Category: Seeds

Ingredients: 100% Raw Hulled Hemp Hearts

Nutritional Values (approximate, per serving):

- Calories (kcal): 166
- Protein (g): 9.5
- Carbohydrates (g): 1.5
- Fats (g): 14.5
- Fiber (g): 1.2
- Sugar (g): 0.5
- Key Vitamins / Minerals: Omega-3, Omega-6, Magnesium, Vitamin E

#### Health Benefits:

- Provides an ideal ratio of Omega-6 to Omega-3 for heart health.
- Offers a complete plant protein with all essential amino acids.
- Supports skin health and helps reduce mild exercise-induced inflammation.

#### Recommended Usage:

- Serving Size: 30g (3 tablespoons)
- Frequency: Daily
- Best Time to Consume: Breakfast (on yogurt or cereal)

Target Audience: Vegans, athletes, and heart-health seekers.

Lifestyle Positioning: A soft, nutty "superseed" for protein and essential fat intake.

---

Product #: 40

Product Name: Pearl Barley

Product Category: Whole Grains

Ingredients: 100% Whole Grain Pearl Barley

Nutritional Values (approximate, per serving):

- Calories (kcal): 193 (cooked)
- Protein (g): 3.5
- Carbohydrates (g): 44
- Fats (g): 0.7
- Fiber (g): 6
- Sugar (g): 0.4
- Key Vitamins / Minerals: Selenium, Manganese, Copper, Beta-glucans

Health Benefits:

- High beta-glucan content supports healthy cholesterol management.
- Promotes long-lasting satiety, aiding in weight wellness.
- Supports metabolic health through high fiber and mineral density.

Recommended Usage:

- Serving Size: 150g (cooked)
- Frequency: 2-3 times per week
- Best Time to Consume: Lunch

Target Audience: Individuals focused on heart health and appetite control.

Lifestyle Positioning: A traditional, chewy grain for wholesome soups and salads.

---

Product #: 41

Product Name: Green Lentils Product

Category: Legumes

Ingredients: 100% Whole Green Lentils

Nutritional Values (approximate, per serving):

- Calories (kcal): 118 (cooked)
- Protein (g): 9
- Carbohydrates (g): 20

- Fats (g): 0.4
- Fiber (g): 8
- Sugar (g): 0.4
- Key Vitamins / Minerals: Iron, Folate, Manganese, Potassium

Health Benefits:

- Supports metabolic health through a very low glycemic index.
- Promotes cardiovascular wellness via high soluble fiber content.
- Provides essential plant-based iron for healthy oxygen transport.

Recommended Usage:

- Serving Size: 100g (cooked)
- Frequency: 3-4 times per week
- Best Time to Consume: Lunch or Dinner

Target Audience: Athletes, vegetarians, and those focused on blood sugar management.

Lifestyle Positioning: A sturdy, fiber-rich legume that maintains its texture in meal prepping.

Product #: 42

Product Name: Cauliflower

Product Category: Cruciferous Vegetables

Ingredients: 100% Fresh Cauliflower

Nutritional Values (approximate, per serving):

- Calories (kcal): 25 (raw)
- Protein (g): 2
- Carbohydrates (g): 5
- Fats (g): 0.3
- Fiber (g): 2
- Sugar (g): 1.9
- Key Vitamins / Minerals: Vitamin C, Vitamin K, Folate, Pantothenic Acid

Health Benefits:

- Provides choline, which is essential for brain health and neurotransmitter synthesis.
- Supports cellular defense with a wide array of antioxidants and phytonutrients.
- Offers a low-calorie alternative to grains for weight-conscious lifestyles.

Recommended Usage:

- Serving Size: 100g
- Frequency: Daily
- Best Time to Consume: Any meal

Target Audience: General population and those following low-carb diets.

Lifestyle Positioning: A versatile, nutrient-dense vegetable capable of replacing refined starches.

---

Product #: 43

Product Name: Almond Butter (Natural)

Product Category: Nut Butters

Ingredients: 100% Roasted Almonds

Nutritional Values (approximate, per serving):

- Calories (kcal): 190
- Protein (g): 7
- Carbohydrates (g): 6
- Fats (g): 17
- Fiber (g): 3.5
- Sugar (g): 1
- Key Vitamins / Minerals: Vitamin E, Magnesium, Copper, Riboflavin

Health Benefits:

- Supports skin health through high concentrations of Vitamin E.
- Promotes heart health with healthy monounsaturated fatty acids.
- Provides sustained energy and satiety to help manage appetite.

Recommended Usage:

- Serving Size: 32g (2 tablespoons)
- Frequency: Daily
- Best Time to Consume: Morning or Mid-afternoon snack

Target Audience: Fitness enthusiasts and individuals seeking healthy fat sources.

Lifestyle Positioning: A premium, creamy spread for nutrient-dense breakfasts and snacks.

---

Product #: 44

Product Name: Raspberries

Product Category: Fruits / Berries

Ingredients: 100% Fresh Raspberries

Nutritional Values (approximate, per serving):

- Calories (kcal): 64
- Protein (g): 1.5
- Carbohydrates (g): 15
- Fats (g): 0.8
- Fiber (g): 8
- Sugar (g): 5
- Key Vitamins / Minerals: Vitamin C, Manganese, Vitamin K, Quercetin

#### Health Benefits:

- Provides exceptional fiber levels to support digestive regularity.
- Contains polyphenols that support healthy aging and oxidative balance.
- Supports immune health through high Vitamin C content.

#### Recommended Usage:

- Serving Size: 125g (1 cup)
- Frequency: Daily
- Best Time to Consume: Breakfast or as a light dessert

Target Audience: Individuals focused on high-fiber diets and skin health.

Lifestyle Positioning: A delicate, high-fiber berry for natural sweetness and vitality.

---

Product #: 45

Product Name: Navy Beans

Product Category: Legumes

Ingredients: 100% Dried Navy Beans

Nutritional Values (approximate, per serving):

- Calories (kcal): 127 (cooked)
- Protein (g): 7.5
- Carbohydrates (g): 23
- Fats (g): 0.5
- Fiber (g): 9.5
- Sugar (g): 0.3
- Key Vitamins / Minerals: Folate, Manganese, Copper, Thiamine (B1)

#### Health Benefits:

- Supports cognitive function and energy metabolism through Thiamine.
- Promotes a healthy digestive tract via extremely high fiber content.
- Assists in maintaining healthy cholesterol levels already in normal range.

#### Recommended Usage:

- Serving Size: 100g (cooked)
- Frequency: 2-3 times per week
- Best Time to Consume: Lunch

Target Audience: Families and individuals looking for heart-healthy plant proteins.

Lifestyle Positioning: A classic, nutrient-dense bean for hearty and comforting meals.

---

Product #: 46

Product Name: Swiss Chard

Product Category: Leafy Vegetables

Ingredients: 100% Fresh Swiss Chard

Nutritional Values (approximate, per serving):

- Calories (kcal): 19 (cooked)
- Protein (g): 1.9
- Carbohydrates (g): 4
- Fats (g): 0.2
- Fiber (g): 2.1
- Sugar (g): 1.1
- Key Vitamins / Minerals: Vitamin K, Vitamin A, Vitamin C, Magnesium

Health Benefits:

- Provides high levels of Vitamin K to support bone mineralization.
- Contains syringic acid, which helps support stable blood sugar levels.
- Supports eye health through lutein and beta-carotene.

Recommended Usage:

- Serving Size: 175g (cooked)
- Frequency: 2-3 times per week
- Best Time to Consume: Dinner

Target Audience: Health enthusiasts seeking variety in their leafy green intake.

Lifestyle Positioning: A colorful, mineral-rich green for advanced nutritional support.

---

Product #: 47

Product Name: Tofu (Firm)

Product Category: Plant-Based Protein



Ingredients: Water, Organic Soybeans, Calcium Sulfate (Coagulant)

Nutritional Values (approximate, per serving):

- Calories (kcal): 80
- Protein (g): 8
- Carbohydrates (g): 2
- Fats (g): 4.5
- Fiber (g): 1
- Sugar (g): 0
- Key Vitamins / Minerals: Calcium, Manganese, Selenium, Copper

Health Benefits:

- Offers a complete plant-based protein for muscle maintenance and repair.
- Contains soy isoflavones which support healthy hormonal balance.
- Provides a significant source of calcium for individuals avoiding dairy.

Recommended Usage:

- Serving Size: 85g
- Frequency: 3-5 times per week
- Best Time to Consume: Lunch or Dinner

Target Audience: Vegans, vegetarians, and those seeking lean protein alternatives.

Lifestyle Positioning: A versatile, calcium-rich staple for plant-forward cooking.

---

Product #: 48

Product Name: Pecans

Product Category: Nuts

Ingredients: 100% Raw Pecan Halves

Nutritional Values (approximate, per serving):

- Calories (kcal): 196
- Protein (g): 2.6
- Carbohydrates (g): 3.9
- Fats (g): 20
- Fiber (g): 2.7
- Sugar (g): 1.1
- Key Vitamins / Minerals: Manganese, Copper, Thiamine, Zinc

Health Benefits:

- Contains high levels of monounsaturated fats to support heart health.
- Rich in flavonoids that contribute to overall antioxidant status.

- Supports healthy metabolic function through essential mineral content.

Recommended Usage:

- Serving Size: 28g (approx. 19 halves)
- Frequency: 3-4 times per week
- Best Time to Consume: Mid-morning snack

Target Audience: General adults and those focused on cardiovascular wellness.

Lifestyle Positioning: A buttery, antioxidant-rich nut for gourmet healthy snacking.

---

Product #: 49

Product Name: Atlantic Mackerel

Product Category: Seafood

Ingredients: 100% Wild Atlantic Mackerel Fillet

Nutritional Values (approximate, per serving):

- Calories (kcal): 230
- Protein (g): 21
- Carbohydrates (g): 0
- Fats (g): 15
- Fiber (g): 0
- Sugar (g): 0
- Key Vitamins / Minerals: Vitamin B12, Selenium, Vitamin D, Omega-3 (EPA/DHA)

Health Benefits:

- Exceptionally high in Omega-3 fatty acids for brain and heart health.
- Provides a natural source of Vitamin D for immune and bone support.
- Supports cognitive function and nervous system health via B12.

Recommended Usage:

- Serving Size: 100g
- Frequency: 1-2 times per week
- Best Time to Consume: Lunch or Dinner

Target Audience: Individuals seeking high Omega-3 intake and athletes.

Lifestyle Positioning: A potent, sustainable source of essential fats and protein.

---

Product #: 50

Product Name: Amaranth

Product Category: Whole Grains / Pseudocereals

Ingredients: 100% Whole Amaranth Grain

Nutritional Values (approximate, per serving):

- Calories (kcal): 251 (cooked)
- Protein (g): 9
- Carbohydrates (g): 46
- Fats (g): 4
- Fiber (g): 5
- Sugar (g): 0
- Key Vitamins / Minerals: Manganese, Magnesium, Phosphorus, Iron

Health Benefits:

- Provides a high concentration of manganese for bone health and nutrient metabolism.
- Contains lunasin, a peptide that supports cellular health.
- Naturally gluten-free and easy to digest for most individuals.

Recommended Usage:

- Serving Size: 245g (1 cup cooked)
- Frequency: 2-3 times per week
- Best Time to Consume: Breakfast or Lunch

Target Audience: Gluten-free dieters and individuals seeking ancient grain variety.

Lifestyle Positioning: A nutrient-dense, ancient grain for porridge or savory side dishes.

---

Product #: 51

Product Name: Ginger Root

Product Category: Aromatics / Spices

Ingredients: 100% Fresh Ginger Root

Nutritional Values (approximate, per serving):

- Calories (kcal): 5 (per tablespoon sliced)
- Protein (g): 0.1
- Carbohydrates (g): 1
- Fats (g): 0
- Fiber (g): 0.1
- Sugar (g): 0.1
- Key Vitamins / Minerals: Gingerol, Potassium, Vitamin B6, Magnesium

#### Health Benefits:

- Supports healthy digestion and helps alleviate occasional mild nausea.
- Contains gingerol, which provides natural anti-inflammatory support.
- Promotes healthy immune response and circulation.

#### Recommended Usage:

- Serving Size: 5-10g
- Frequency: Daily
- Best Time to Consume: Morning (as tea) or with meals

Target Audience: Culinary enthusiasts and those seeking digestive support.

Lifestyle Positioning: A warming, functional root for flavor and internal comfort.

---

Product #: 52

Product Name: Zucchini

Product Category: Vegetables

Ingredients: 100% Fresh Zucchini

#### Nutritional Values (approximate, per serving):

- Calories (kcal): 17 (raw)
- Protein (g): 1.2
- Carbohydrates (g): 3.1
- Fats (g): 0.3
- Fiber (g): 1
- Sugar (g): 2.5
- Key Vitamins / Minerals: Vitamin C, Vitamin A, Potassium, Manganese

#### Health Benefits:

- High water content supports natural hydration and skin health.
- Provides antioxidants like lutein and zeaxanthin for vision support.
- Supports digestive health through soft, easily digestible fiber.

#### Recommended Usage:

- Serving Size: 125g
- Frequency: Daily
- Best Time to Consume: Lunch or Dinner

Target Audience: General population and those focusing on weight management.

Lifestyle Positioning: A hydrating, light vegetable for low-calorie meal volume.

---

Product #: 53

Product Name: Roasted Pistachios

Product Category: Nuts

Ingredients: 100% Dry Roasted Pistachios (Unsalted)

Nutritional Values (approximate, per serving):

- Calories (kcal): 159
- Protein (g): 6
- Carbohydrates (g): 8
- Fats (g): 13
- Fiber (g): 3
- Sugar (g): 2.2
- Key Vitamins / Minerals: Vitamin B6, Thiamine, Copper, Phosphorus

Health Benefits:

- Supports healthy eye function through lutein and zeaxanthin.
- Provides a high ratio of essential amino acids for plant protein.
- Assists in heart health by supporting healthy blood lipid levels.

Recommended Usage:

- Serving Size: 28g (approx. 49 nuts)
- Frequency: Daily
- Best Time to Consume: Afternoon snack

Target Audience: Students, professionals, and those focused on eye health.

Lifestyle Positioning: A satisfying, "slow" snack (if in-shell) for mindful eating.

---

Product #: 54

Product Name: Blackberries

Product Category: Fruits / Berries

Ingredients: 100% Fresh Blackberries

Nutritional Values (approximate, per serving):

- Calories (kcal): 62
- Protein (g): 2
- Carbohydrates (g): 14
- Fats (g): 0.7

- Fiber (g): 7.6
- Sugar (g): 7
- Key Vitamins / Minerals: Vitamin C, Vitamin K, Manganese, Anthocyanins

Health Benefits:

- High Vitamin K levels support proper blood clotting and bone health.
- Anthocyanins support cognitive function and brain health.
- Promotes oral health through natural phytochemicals.

Recommended Usage:

- Serving Size: 144g (1 cup)
- Frequency: Daily
- Best Time to Consume: Morning or Afternoon

Target Audience: Seniors and health-conscious adults.

Lifestyle Positioning: A dark, nutrient-rich berry for brain and bone vitality.

---

Product #: 55

Product Name: Adzuki Beans

Product Category: Legumes

Ingredients: 100% Dried Adzuki Beans

Nutritional Values (approximate, per serving):

- Calories (kcal): 147 (cooked)
- Protein (g): 8.7
- Carbohydrates (g): 28
- Fats (g): 0.1
- Fiber (g): 8.4
- Sugar (g): 0
- Key Vitamins / Minerals: Folate, Manganese, Potassium, Phosphorus

Health Benefits:

- Supports heart health through high potassium and fiber.
- Provides a dense source of antioxidants among legumes.
- Contributes to muscle maintenance with a strong protein-to-calorie ratio.

Recommended Usage:

- Serving Size: 100g (cooked)
- Frequency: 2-3 times per week
- Best Time to Consume: Lunch or Dinner

Target Audience: Individuals interested in Japanese/East Asian culinary health.

Lifestyle Positioning: A specialized, antioxidant-rich bean for unique healthy dishes.

---

Product #: 56

Product Name: Bok Choy (Baby)

Product Category: Leafy Vegetables

Ingredients: 100% Fresh Bok Choy

Nutritional Values (approximate, per serving):

- Calories (kcal): 9 (raw)
- Protein (g): 1.1
- Carbohydrates (g): 1.5
- Fats (g): 0.1
- Fiber (g): 0.7
- Sugar (g): 0.8
- Key Vitamins / Minerals: Vitamin A, Vitamin C, Vitamin K, Calcium

Health Benefits:

- Provides bioavailable calcium to support bone health.
- Supports immune system function through high Vitamin C and A.
- Contains quercetin which supports a healthy inflammatory response.

Recommended Usage:

- Serving Size: 70g
- Frequency: 3-4 times per week
- Best Time to Consume: Dinner

Target Audience: Health-conscious families and fitness enthusiasts.

Lifestyle Positioning: A crisp, mineral-rich green for light and healthy stir-frys.

---

Product #: 57

Product Name: Skyr (Icelandic Yogurt, Plain)

Product Category: Dairy

Ingredients: Skim Milk, Live Active Cultures

Nutritional Values (approximate, per serving):

- Calories (kcal): 110
- Protein (g): 19
- Carbohydrates (g): 6
- Fats (g): 0
- Fiber (g): 0
- Sugar (g): 4 (natural lactose)
- Key Vitamins / Minerals: Calcium, Potassium, B12, Phosphorus

#### Health Benefits:

- Offers exceptionally high protein density for muscle repair and satiety.
- Supports bone density with high calcium and phosphorus levels.
- Provides probiotics for a balanced and healthy gut microbiome.

#### Recommended Usage:

- Serving Size: 170g
- Frequency: Daily
- Best Time to Consume: Breakfast or Post-workout

Target Audience: Athletes and those on high-protein, low-fat diets.

Lifestyle Positioning: A thick, ultra-high-protein yogurt for peak physical performance.

Product #: 58

Product Name: Sesame Seeds (Unhulled)

Product Category: Seeds

Ingredients: 100% Raw Sesame Seeds

Nutritional Values (approximate, per serving):

- Calories (kcal): 52 (per tablespoon)
- Protein (g): 1.6
- Carbohydrates (g): 2.1
- Fats (g): 4.5
- Fiber (g): 1.1
- Sugar (g): 0
- Key Vitamins / Minerals: Calcium, Magnesium, Zinc, Vitamin B1

#### Health Benefits:

- Supports bone health through high calcium and magnesium content.
- Contains sesamin and sesamol, which support healthy cholesterol levels.
- Provides zinc to support skin health and immune function.

#### Recommended Usage:



- Serving Size: 9g (1 tablespoon)
- Frequency: Daily
- Best Time to Consume: Topping for any meal

Target Audience: Individuals seeking plant-based calcium sources.

Lifestyle Positioning: A small but powerful seed for mineral and healthy fat enrichment.

---

Product #: 59

Product Name: Artichokes (Steamed)

Product Category: Vegetables

Ingredients: 100% Fresh Artichoke

Nutritional Values (approximate, per serving):

- Calories (kcal): 64
- Protein (g): 3.5
- Carbohydrates (g): 14
- Fats (g): 0.4
- Fiber (g): 7
- Sugar (g): 1.3
- Key Vitamins / Minerals: Vitamin K, Folate, Vitamin C, Magnesium

Health Benefits:

- Supports liver health and bile production via cynarin and silymarin.
- High fiber content (inulin) promotes healthy gut bacteria.
- Provides significant antioxidant capacity compared to other vegetables.

Recommended Usage:

- Serving Size: 1 medium artichoke (approx. 120g)
- Frequency: 1-2 times per week
- Best Time to Consume: Lunch or Dinner

Target Audience: Adults focused on digestive and liver wellness.

Lifestyle Positioning: A sophisticated, high-fiber vegetable for functional health.

---

Product #: 60

Product Name: Farro

Product Category: Whole Grains

Ingredients: 100% Pearled Farro (Emmer Wheat)

Nutritional Values (approximate, per serving):

- Calories (kcal): 200 (cooked)
- Protein (g): 7
- Carbohydrates (g): 37
- Fats (g): 1.5
- Fiber (g): 5
- Sugar (g): 0
- Key Vitamins / Minerals: Magnesium, Zinc, Vitamin B3 (Niacin), Iron

Health Benefits:

- Provides complex carbs and fiber for long-lasting energy.
- Supports skin health and metabolism through B-vitamin content.
- Promotes muscle and immune health via zinc and magnesium.

Recommended Usage:

- Serving Size: 150g (cooked)
- Frequency: 2-3 times per week
- Best Time to Consume: Lunch

Target Audience: Active adults and those seeking a chewy, hearty grain.

Lifestyle Positioning: A resilient, ancient grain for textured salads and power bowls.

---

Product #: 61

Product Name: Kidney Beans

Product Category: Legumes

Ingredients: 100% Dried Red Kidney Beans

Nutritional Values (approximate, per serving):

- Calories (kcal): 127 (cooked)
- Protein (g): 9
- Carbohydrates (g): 23
- Fats (g): 0.5
- Fiber (g): 6.4
- Sugar (g): 0.3
- Key Vitamins / Minerals: Folate, Iron, Copper, Manganese

Health Benefits:

- Supports stable blood sugar levels due to high fiber and slow-digesting starch.
- Provides essential iron to support healthy red blood cell production.

- Promotes colon health through fermentable fibers.

Recommended Usage:

- Serving Size: 100g (cooked)
- Frequency: 2-3 times per week
- Best Time to Consume: Lunch or Dinner

Target Audience: General population and those seeking plant-based protein.

Lifestyle Positioning: A hearty, protein-dense staple for classic stews and salads.

---

Product #: 62

Product Name: Fresh Papaya

Product Category: Fruits

Ingredients: 100% Fresh Papaya

Nutritional Values (approximate, per serving):

- Calories (kcal): 60
- Protein (g): 0.7
- Carbohydrates (g): 15
- Fats (g): 0.4
- Fiber (g): 2.5
- Sugar (g): 11
- Key Vitamins / Minerals: Vitamin C, Vitamin A, Folate, Papain (enzyme)

Health Benefits:

- Supports digestive comfort through the natural enzyme papain.
- Contributes to skin radiance and wound healing via high Vitamin C.
- Provides beta-carotene to support immune and eye health.

Recommended Usage:

- Serving Size: 145g (1 cup cubed)
- Frequency: 3-4 times per week
- Best Time to Consume: Morning or after a heavy meal

Target Audience: Individuals seeking digestive support and skin health.

Lifestyle Positioning: A tropical, enzyme-rich fruit for digestive vitality.

---

Product #: 63

Product Name: Pumpkin (Roasted)

Product Category: Vegetables / Squash

Ingredients: 100% Fresh Pumpkin

Nutritional Values (approximate, per serving):

- Calories (kcal): 50
- Protein (g): 2
- Carbohydrates (g): 12
- Fats (g): 0.2
- Fiber (g): 3
- Sugar (g): 5
- Key Vitamins / Minerals: Vitamin A (as Beta-Carotene), Vitamin C, Potassium, Copper

Health Benefits:

- Provides extremely high Vitamin A for immune defense and vision.
- Supports healthy blood pressure levels through potassium content.
- Offers a low-calorie, nutrient-dense option for weight management.

Recommended Usage:

- Serving Size: 116g (1 cup)
- Frequency: 2-3 times per week
- Best Time to Consume: Dinner

Target Audience: Families and individuals looking for vitamin-rich sides.

Lifestyle Positioning: A nutrient-dense, comforting vegetable for seasonal wellness.

---

Product #: 64

Product Name: Sardines (In Water)

Product Category: Seafood

Ingredients: Sardines, Water, Salt

Nutritional Values (approximate, per serving):

- Calories (kcal): 155
- Protein (g): 20
- Carbohydrates (g): 0
- Fats (g): 8
- Fiber (g): 0
- Sugar (g): 0
- Key Vitamins / Minerals: Vitamin B12, Vitamin D, Calcium (with bones), Omega-3

#### Health Benefits:

- Supports bone health with easily absorbable calcium from soft, edible bones.
- Provides high-quality protein and Omega-3s for heart and brain health.
- Offers a low-mercury, sustainable source of essential marine nutrients.

#### Recommended Usage:

- Serving Size: 92g (1 can)
- Frequency: 1-2 times per week
- Best Time to Consume: Lunch

Target Audience: Health-conscious adults and athletes.

Lifestyle Positioning: A portable, nutrient-packed powerhouse for physical and cognitive health.

---

Product #: 65

Product Name: Red Cabbage

Product Category: Cruciferous Vegetables

Ingredients: 100% Fresh Red Cabbage

#### Nutritional Values (approximate, per serving):

- Calories (kcal): 28 (raw)
- Protein (g): 1.3
- Carbohydrates (g): 7
- Fats (g): 0.1
- Fiber (g): 2
- Sugar (g): 3.5
- Key Vitamins / Minerals: Vitamin C, Vitamin K, Anthocyanins, Manganese

#### Health Benefits:

- Contains 10x more pro-vitamin A and double the iron of green cabbage.
- Supports cardiovascular health through potent anthocyanin antioxidants.
- Promotes digestive health and regularity through dietary fiber.

#### Recommended Usage:

- Serving Size: 89g (1 cup shredded)
- Frequency: 3-4 times per week
- Best Time to Consume: Lunch or Dinner

Target Audience: Individuals focusing on antioxidant-rich, colorful diets.

Lifestyle Positioning: A vibrant, crunchy vegetable for deep cellular support.

---

Product #: 66

Product Name: Hazelnuts

Product Category: Nuts

Ingredients: 100% Raw Hazelnuts

Nutritional Values (approximate, per serving):

- Calories (kcal): 178
- Protein (g): 4.2
- Carbohydrates (g): 4.7
- Fats (g): 17
- Fiber (g): 2.7
- Sugar (g): 1.2
- Key Vitamins / Minerals: Vitamin E, Manganese, Copper, Folate

Health Benefits:

- Supports heart health by promoting healthy blood lipid profiles.
- Provides manganese, essential for bone formation and nerve function.
- High Vitamin E content supports skin integrity and antioxidant defense.

Recommended Usage:

- Serving Size: 28g (approx. 20 nuts)
- Frequency: Daily
- Best Time to Consume: Snack or as a topping

Target Audience: General population and those seeking brain-healthy fats.

Lifestyle Positioning: A rich, flavorful nut for snacking and metabolic support.

---

Product #: 67

Product Name: Swiss Brown Mushrooms (Cremini)

Product Category: Vegetables / Fungi

Ingredients: 100% Fresh Cremini Mushrooms

Nutritional Values (approximate, per serving):

- Calories (kcal): 19 (raw)
- Protein (g): 2.2
- Carbohydrates (g): 3.3
- Fats (g): 0.1

- Fiber (g): 0.5
- Sugar (g): 1.5
- Key Vitamins / Minerals: Selenium, Copper, B-vitamins (Riboflavin, Niacin), Ergothioneine

#### Health Benefits:

- Provides selenium, which supports immune function and thyroid health.
- Contains ergothioneine, a unique antioxidant for cellular protection.
- Supports healthy energy metabolism through high B-vitamin content.

#### Recommended Usage:

- Serving Size: 80g
- Frequency: 3-5 times per week
- Best Time to Consume: Lunch or Dinner

Target Audience: Vegetarians and those seeking savory, low-calorie nutrition.

Lifestyle Positioning: A savory, "umami"-rich vegetable for immune and metabolic health.

Product #: 68

Product Name: Green Peas

Product Category: Legumes / Vegetables

Ingredients: 100% Fresh or Frozen Green Peas

#### Nutritional Values (approximate, per serving):

- Calories (kcal): 62 (cooked)
- Protein (g): 4
- Carbohydrates (g): 11
- Fats (g): 0.2
- Fiber (g): 4
- Sugar (g): 4
- Key Vitamins / Minerals: Vitamin K, Vitamin C, Thiamine, Manganese

#### Health Benefits:

- Provides a significant amount of plant-based protein per calorie.
- Supports healthy digestion through a high fiber-to-carbohydrate ratio.
- Contributes to bone health via Vitamin K content.

#### Recommended Usage:

- Serving Size: 80g
- Frequency: 3-4 times per week
- Best Time to Consume: Dinner

Target Audience: Families, children, and plant-based eaters.

Lifestyle Positioning: A convenient, sweet, and protein-rich staple for everyday meals.

---

Product #: 69

Product Name: Mung Beans

Product Category: Legumes

Ingredients: 100% Dried Mung Beans

Nutritional Values (approximate, per serving):

- Calories (kcal): 105 (cooked)
- Protein (g): 7
- Carbohydrates (g): 19
- Fats (g): 0.4
- Fiber (g): 7.6
- Sugar (g): 2
- Key Vitamins / Minerals: Folate, Manganese, Magnesium, Vitamin B1

Health Benefits:

- Supports digestive comfort as they are often easier to digest than other beans.
- Provides antioxidants that may support healthy cholesterol levels.
- Offers a rich source of folate for cellular health and energy.

Recommended Usage:

- Serving Size: 100g (cooked)
- Frequency: 2-3 times per week
- Best Time to Consume: Lunch

Target Audience: Individuals seeking gentle plant protein and detoxification support.

Lifestyle Positioning: A light, nutrient-dense legume for soups and sprouts.

---

Product #: 70

Product Name: Grapefruit

Product Category: Fruits / Citrus

Ingredients: 100% Fresh Grapefruit

Nutritional Values (approximate, per serving):



- Calories (kcal): 52
- Protein (g): 0.9
- Carbohydrates (g): 13
- Fats (g): 0.1
- Fiber (g): 2
- Sugar (g): 8
- Key Vitamins / Minerals: Vitamin C, Vitamin A, Lycopene, Potassium

Health Benefits:

- Supports immune function and skin health through high Vitamin C.
- Promotes weight management by encouraging satiety and hydration.
- Contains lycopene (in red/pink varieties) for antioxidant protection.

Recommended Usage:

- Serving Size: 1/2 medium fruit (approx. 120g)
- Frequency: Daily (unless taking certain medications)
- Best Time to Consume: Morning

Target Audience: Individuals focused on weight wellness and immune support.

Lifestyle Positioning: A tart, hydrating citrus fruit for a refreshing morning boost.

---

Product #: 71

Product Name: Teff

Product Category: Whole Grains

Ingredients: 100% Whole Teff Grain

Nutritional Values (approximate, per serving):

- Calories (kcal): 255 (cooked)
- Protein (g): 10
- Carbohydrates (g): 50
- Fats (g): 1.6
- Fiber (g): 7
- Sugar (g): 0
- Key Vitamins / Minerals: Calcium, Iron, Manganese, Copper

Health Benefits:

- Provides an unusually high calcium content for a grain.
- Supports healthy energy levels through resistant starch and iron.
- Naturally gluten-free and rich in dietary fiber for gut health.

Recommended Usage:

- Serving Size: 150g (cooked)
- Frequency: 1-2 times per week
- Best Time to Consume: Breakfast (as porridge) or Dinner

Target Audience: Athletes and those on gluten-free or high-mineral diets.

Lifestyle Positioning: A tiny ancient grain with massive mineral and protein impact.

---

Product #: 72

Product Name: Seaweed (Nori)

Product Category: Vegetables / Sea Vegetables

Ingredients: 100% Dried Seaweed (Porphyra)

Nutritional Values (approximate, per serving):

- Calories (kcal): 10 (per 5 sheets)
- Protein (g): 1
- Carbohydrates (g): 1
- Fats (g): 0.1
- Fiber (g): 0.5
- Sugar (g): 0
- Key Vitamins / Minerals: Iodine, Vitamin B12, Magnesium, Vitamin K

Health Benefits:

- Provides essential iodine to support healthy thyroid function.
- Contains unique marine polyphenols with antioxidant properties.
- Supports a healthy nervous system through Vitamin B12.

Recommended Usage:

- Serving Size: 5g (approx. 2-5 sheets)
- Frequency: 2-3 times per week
- Best Time to Consume: Snack or with Lunch

Target Audience: Individuals focused on thyroid health and vegans.

Lifestyle Positioning: A savory, mineral-rich snack from the sea.

---

Product #: 73

Product Name: Cherries (Tart)

Product Category: Fruits / Berries

Ingredients: 100% Fresh Tart Cherries

Nutritional Values (approximate, per serving):

- Calories (kcal): 50
- Protein (g): 1
- Carbohydrates (g): 12
- Fats (g): 0.3
- Fiber (g): 1.6
- Sugar (g): 8
- Key Vitamins / Minerals: Vitamin A, Vitamin C, Manganese, Anthocyanins

Health Benefits:

- Supports muscle recovery and reduced soreness after exercise.
- Contains natural melatonin which may support healthy sleep patterns.
- Provides potent anti-inflammatory compounds.

Recommended Usage:

- Serving Size: 100g
- Frequency: 3-5 times per week
- Best Time to Consume: Evening or Post-workout

Target Audience: Athletes and individuals seeking sleep support.

Lifestyle Positioning: A functional fruit for physical recovery and restorative rest.

---

Product #: 74

Product Name: Pearl Millet

Product Category: Whole Grains

Ingredients: 100% Whole Pearl Millet

Nutritional Values (approximate, per serving):

- Calories (kcal): 201 (cooked)
- Protein (g): 6
- Carbohydrates (g): 40
- Fats (g): 1.7
- Fiber (g): 2.3
- Sugar (g): 0
- Key Vitamins / Minerals: Magnesium, Phosphorus, Iron, Zinc

Health Benefits:

- Supports bone health through a balance of magnesium and phosphorus.
- Provides a gluten-free source of energy with a low glycemic index.

- Promotes healthy skin and immune function through zinc.

Recommended Usage:

- Serving Size: 150g (cooked)
- Frequency: 2-3 times per week
- Best Time to Consume: Lunch

Target Audience: Gluten-free dieters and those seeking sustainable ancient grains.

Lifestyle Positioning: A drought-resistant, nutrient-dense grain for planetary and personal health.

---

Product #: 75

Product Name: Swiss Cheese (Low-Sodium)

Product Category: Dairy

Ingredients: Part-Skim Milk, Cheese Culture, Salt, Enzymes

Nutritional Values (approximate, per serving):

- Calories (kcal): 110
- Protein (g): 8
- Carbohydrates (g): 1
- Fats (g): 8
- Fiber (g): 0
- Sugar (g): 0
- Key Vitamins / Minerals: Calcium, Vitamin B12, Phosphorus, Vitamin A

Health Benefits:

- Supports dental health by providing calcium and phosphorus.
- Promotes muscle maintenance through high-quality dairy protein.
- Naturally lower in lactose than many other dairy products.

Recommended Usage:

- Serving Size: 28g (1 slice)
- Frequency: 3-4 times per week
- Best Time to Consume: Snack or with Lunch

Target Audience: General population seeking a calcium-rich dairy option.

Lifestyle Positioning: A classic, protein-rich cheese for bone health and satiety.

---

Product #: 76

Product Name: Watermelon

Product Category: Fruits

Ingredients: 100% Fresh Watermelon

Nutritional Values (approximate, per serving):

- Calories (kcal): 46
- Protein (g): 0.9
- Carbohydrates (g): 11
- Fats (g): 0.2
- Fiber (g): 0.6
- Sugar (g): 9
- Key Vitamins / Minerals: Lycopene, Vitamin C, Vitamin A, Citrulline

Health Benefits:

- Promotes optimal hydration due to 92% water content.
- Supports cardiovascular health through lycopene and L-citrulline.
- Assists in reducing muscle fatigue after physical activity.

Recommended Usage:

- Serving Size: 150g (approx. 1 cup)
- Frequency: Daily (seasonal)
- Best Time to Consume: Afternoon or Post-workout

Target Audience: Active individuals and families in warm climates.

Lifestyle Positioning: A hydrating, refreshing fruit for heart health and recovery.

---

Product #: 77

Product Name: Radishes

Product Category: Vegetables / Root

Ingredients: 100% Fresh Radishes

Nutritional Values (approximate, per serving):

- Calories (kcal): 12 (raw)
- Protein (g): 0.5
- Carbohydrates (g): 2.5
- Fats (g): 0.1
- Fiber (g): 1.2
- Sugar (g): 1.4
- Key Vitamins / Minerals: Vitamin C, Potassium, Folate, Isothiocyanates

#### Health Benefits:

- Supports natural liver detoxification through sulfur-containing compounds.
- Provides a hydrating, low-calorie crunch to support weight wellness.
- Promotes healthy digestion and has mild diuretic properties.

#### Recommended Usage:

- Serving Size: 85g (approx. 1/2 cup)
- Frequency: Daily
- Best Time to Consume: With salads or as a snack

Target Audience: General population seeking low-calorie, cleansing vegetables.

Lifestyle Positioning: A peppery, cleansing root for daily digestive support.

---

Product #: 78

Product Name: Black Eyed Peas

Product Category: Legumes

Ingredients: 100% Dried Black Eyed Peas

#### Nutritional Values (approximate, per serving):

- Calories (kcal): 110 (cooked)
- Protein (g): 7
- Carbohydrates (g): 18
- Fats (g): 0.5
- Fiber (g): 5.5
- Sugar (g): 2.5
- Key Vitamins / Minerals: Folate, Manganese, Copper, Vitamin A

#### Health Benefits:

- Excellent source of folate for cell growth and healthy pregnancy support.
- Supports healthy skin and vision via Vitamin A content.
- Promotes heart health through soluble fiber and low fat content.

#### Recommended Usage:

- Serving Size: 100g (cooked)
- Frequency: 2-3 times per week
- Best Time to Consume: Lunch

Target Audience: General population and those focused on cardiovascular health.

Lifestyle Positioning: A traditional, nutrient-dense legume for sustained energy.

---

Product #: 79

Product Name: Apricots (Fresh)

Product Category: Fruits

Ingredients: 100% Fresh Apricots

Nutritional Values (approximate, per serving):

- Calories (kcal): 48
- Protein (g): 1.4
- Carbohydrates (g): 11
- Fats (g): 0.4
- Fiber (g): 2
- Sugar (g): 9
- Key Vitamins / Minerals: Vitamin A, Vitamin C, Potassium, Vitamin E

Health Benefits:

- High in beta-carotene to support healthy vision and eye tissues.
- Supports skin health and UV protection through Vitamins C and E.
- Promotes healthy digestion and hydration.

Recommended Usage:

- Serving Size: 2-3 medium fruits (approx. 100g)
- Frequency: 3-5 times per week
- Best Time to Consume: Morning or Afternoon snack

Target Audience: Individuals seeking skin and eye health support.

Lifestyle Positioning: A sweet, golden fruit for natural skin and vision protection.

---

Product #: 80

Product Name: Barley Grass (Powder)

Product Category: Superfood / Greens

Ingredients: 100% Organic Barley Grass Powder

Nutritional Values (approximate, per serving):

- Calories (kcal): 10
- Protein (g): 1
- Carbohydrates (g): 2
- Fats (g): 0

- Fiber (g): 1
- Sugar (g): 0
- Key Vitamins / Minerals: Chlorophyll, Vitamin K, Vitamin A, Superoxide Dismutase (SOD)

Health Benefits:

- Supports natural alkalinity and internal cleansing.
- Provides potent antioxidant enzymes like SOD for cellular defense.
- Promotes healthy immune function and energy levels.

Recommended Usage:

- Serving Size: 3g (1 teaspoon)
- Frequency: Daily
- Best Time to Consume: Morning (mixed with water or juice)

Target Audience: Individuals seeking deep green nutrition and detoxification.

Lifestyle Positioning: A concentrated green "shot" for daily vitality and balance.

Product #: 81

Product Name: Split Peas (Yellow)

Product Category: Legumes

Ingredients: 100% Dried Yellow Split Peas

Nutritional Values (approximate, per serving):

- Calories (kcal): 116 (cooked)
- Protein (g): 8
- Carbohydrates (g): 21
- Fats (g): 0.4
- Fiber (g): 8
- Sugar (g): 1.4
- Key Vitamins / Minerals: Folate, Manganese, Potassium, Vitamin B1

Health Benefits:

- Supports long-lasting satiety and weight management through high fiber.
- Provides essential B-vitamins for efficient energy production.
- Promotes a healthy heart by supporting balanced cholesterol levels.

Recommended Usage:

- Serving Size: 100g (cooked)
- Frequency: 2-3 times per week
- Best Time to Consume: Lunch or Dinner



Target Audience: Budget-conscious healthy eaters and vegetarians.

Lifestyle Positioning: A high-fiber, shelf-stable staple for restorative soups and dahls.

---

Product #: 82

Product Name: Kiwi Fruit (Green)

Product Category: Fruits

Ingredients: 100% Fresh Kiwi

Nutritional Values (approximate, per serving):

- Calories (kcal): 61
- Protein (g): 1.1
- Carbohydrates (g): 15
- Fats (g): 0.5
- Fiber (g): 3
- Sugar (g): 9
- Key Vitamins / Minerals: Vitamin C, Vitamin K, Vitamin E, Actinidin (enzyme)

Health Benefits:

- Supports digestive regularity through fiber and the enzyme actinidin.
- Provides a significant Vitamin C boost for immune support and skin health.
- Contributes to healthy sleep patterns due to high antioxidant levels.

Recommended Usage:

- Serving Size: 1 medium fruit (approx. 70g)
- Frequency: Daily
- Best Time to Consume: Morning or Evening

Target Audience: Individuals seeking digestive and immune support.

Lifestyle Positioning: A small, nutrient-dense fruit for digestive comfort and vitality.

---

Product #: 83

Product Name: Pumpkin Seeds (Sprouted)

Product Category: Seeds

Ingredients: 100% Sprouted Pumpkin Seeds

Nutritional Values (approximate, per serving):

- Calories (kcal): 160
- Protein (g): 9
- Carbohydrates (g): 3
- Fats (g): 13
- Fiber (g): 2
- Sugar (g): 0
- Key Vitamins / Minerals: Magnesium, Zinc, Iron, Plant Sterols

#### Health Benefits:

- Enhanced nutrient bioavailability due to the sprouting process.
- Supports healthy testosterone levels and prostate health via zinc.
- Promotes relaxation and muscle function through high magnesium.

#### Recommended Usage:

- Serving Size: 30g
- Frequency: Daily
- Best Time to Consume: Afternoon snack

Target Audience: Athletes and health-conscious men.

Lifestyle Positioning: A premium, easily digestible seed for hormonal and muscle support.

Product #: 84

Product Name: Collard Greens

Product Category: Leafy Vegetables

Ingredients: 100% Fresh Collard Greens

#### Nutritional Values (approximate, per serving):

- Calories (kcal): 33 (cooked)
- Protein (g): 2.5
- Carbohydrates (g): 5.4
- Fats (g): 0.4
- Fiber (g): 4
- Sugar (g): 0.4
- Key Vitamins / Minerals: Vitamin K, Vitamin A, Calcium, Manganese

#### Health Benefits:

- Supports bone mineralization with high concentrations of Vitamin K and calcium.
- Promotes detoxification by providing glucosinolates.
- Contributes to healthy cholesterol levels through bile acid-binding properties.

#### Recommended Usage:

- Serving Size: 190g (cooked)
- Frequency: 2-3 times per week
- Best Time to Consume: Dinner

Target Audience: Individuals focused on bone health and natural cleansing.

Lifestyle Positioning: A robust, mineral-rich green for deep nutritional fortification.

---

Product #: 85

Product Name: Macadamia Nuts

Product Category: Nuts

Ingredients: 100% Raw Macadamia Nuts

Nutritional Values (approximate, per serving):

- Calories (kcal): 204
- Protein (g): 2.2
- Carbohydrates (g): 3.9
- Fats (g): 21
- Fiber (g): 2.4
- Sugar (g): 1.3
- Key Vitamins / Minerals: Thiamine, Manganese, Copper, Palmitoleic Acid (Omega-7)

Health Benefits:

- Supports metabolic health through rare Omega-7 fatty acids.
- Provides healthy monounsaturated fats for cardiovascular protection.
- Supports brain health and nervous system function via Thiamine.

Recommended Usage:

- Serving Size: 28g (approx. 10-12 nuts)
- Frequency: 2-3 times per week
- Best Time to Consume: Mid-morning snack

Target Audience: Keto dieters and those seeking healthy fats.

Lifestyle Positioning: A buttery, luxury nut for high-fat, low-carb vitality.

---

Product #: 86

Product Name: Sorghum

Product Category: Whole Grains

Ingredients: 100% Whole Grain Sorghum

Nutritional Values (approximate, per serving):

- Calories (kcal): 163 (cooked)
- Protein (g): 5
- Carbohydrates (g): 35
- Fats (g): 1.6
- Fiber (g): 3.2
- Sugar (g): 0
- Key Vitamins / Minerals: Vitamin B6, Niacin, Magnesium, Phosphorus

Health Benefits:

- Naturally gluten-free and easy to use in diverse recipes.
- Supports healthy skin and brain function through B-vitamins.
- Provides high levels of phytochemicals for overall antioxidant status.

Recommended Usage:

- Serving Size: 150g (cooked)
- Frequency: 2-3 times per week
- Best Time to Consume: Lunch or Dinner

Target Audience: Gluten-free eaters and individuals seeking whole grain variety.

Lifestyle Positioning: A resilient ancient grain for modern, allergen-friendly diets.

---

Product #: 87

Product Name: Cantaloupe

Product Category: Fruits

Ingredients: 100% Fresh Cantaloupe

Nutritional Values (approximate, per serving):

- Calories (kcal): 53
- Protein (g): 1.3
- Carbohydrates (g): 13
- Fats (g): 0.3
- Fiber (g): 1.4
- Sugar (g): 12
- Key Vitamins / Minerals: Vitamin A (Beta-Carotene), Vitamin C, Potassium, Folate

Health Benefits:

- Supports healthy skin and vision through high beta-carotene levels.
- Promotes immune defense and collagen production.

- Assists in maintaining fluid balance and healthy blood pressure.

Recommended Usage:

- Serving Size: 160g (1 cup cubed)
- Frequency: 3-5 times per week
- Best Time to Consume: Morning or Afternoon

Target Audience: Families and individuals looking for hydrating summer snacks.

Lifestyle Positioning: A sweet, hydrating fruit for internal and external glow.

---

Product #: 88

Product Name: Navy Beans (Canned, No Salt Added)

Product Category: Legumes

Ingredients: Navy Beans, Water

Nutritional Values (approximate, per serving):

- Calories (kcal): 125 (cooked)
- Protein (g): 7.5
- Carbohydrates (g): 23
- Fats (g): 0.6
- Fiber (g): 9.6
- Sugar (g): 0.4
- Key Vitamins / Minerals: Folate, Iron, Magnesium, Phosphorous

Health Benefits:

- Promotes healthy digestion via significant soluble fiber.
- Supports cognitive function through essential B-vitamins.
- Assists in maintaining stable glucose response.

Recommended Usage:

- Serving Size: 130g (1/2 cup)
- Frequency: 3-4 times per week
- Best Time to Consume: Lunch

Target Audience: Busy professionals and health-conscious meal-preppers.

Lifestyle Positioning: A convenient, fiber-forward plant protein for rapid meal assembly.

---

Product #: 89

Product Name: Eggplant

Product Category: Vegetables

Ingredients: 100% Fresh Eggplant

Nutritional Values (approximate, per serving):

- Calories (kcal): 20 (raw)
- Protein (g): 0.8
- Carbohydrates (g): 4.8
- Fats (g): 0.1
- Fiber (g): 2.5
- Sugar (g): 2.9
- Key Vitamins / Minerals: Nasunin (Antioxidant), Manganese, Folate, Potassium

Health Benefits:

- Contains nasunin, which supports brain cell health and lipid protection.
- Supports heart health through high fiber and potassium.
- Promotes healthy weight as a low-calorie, filling vegetable.

Recommended Usage:

- Serving Size: 100g
- Frequency: 2-3 times per week
- Best Time to Consume: Dinner

Target Audience: General population and Mediterranean diet followers.

Lifestyle Positioning: A versatile vegetable for brain and heart-healthy culinary creations.

---

Product #: 90

Product Name: Hemp Milk (Unsweetened)

Product Category: Dairy Alternatives

Ingredients: Water, Hulled Hemp Seeds

Nutritional Values (approximate, per serving):

- Calories (kcal): 60
- Protein (g): 3
- Carbohydrates (g): 0
- Fats (g): 5
- Fiber (g): 0
- Sugar (g): 0
- Key Vitamins / Minerals: Omega-3, Omega-6, Calcium, Vitamin D (if fortified)

#### Health Benefits:

- Provides a healthy balance of essential fatty acids for heart and skin health.
- A safe dairy alternative for those with soy, nut, or gluten allergies.
- Supports brain health through alpha-linolenic acid (ALA).

#### Recommended Usage:

- Serving Size: 240ml (1 cup)
- Frequency: Daily
- Best Time to Consume: Morning (in tea or smoothies)

Target Audience: Individuals with multiple food allergies or vegans.

Lifestyle Positioning: A clean, allergen-friendly plant milk for essential fat intake.

---

Product #: 91

Product Name: Oranges (Navel)

Product Category: Fruits / Citrus

Ingredients: 100% Fresh Orange

Nutritional Values (approximate, per serving):

- Calories (kcal): 62
- Protein (g): 1.2
- Carbohydrates (g): 15
- Fats (g): 0.2
- Fiber (g): 3.1
- Sugar (g): 12
- Key Vitamins / Minerals: Vitamin C, Folate, Thiamine, Hesperidin

#### Health Benefits:

- Supports immune system resilience with bioavailable Vitamin C.
- Promotes skin integrity and supports iron absorption.
- Contains hesperidin, a flavonoid that supports cardiovascular health.

#### Recommended Usage:

- Serving Size: 1 medium fruit (approx. 130g)
- Frequency: Daily
- Best Time to Consume: Morning or Afternoon

Target Audience: All age groups, particularly for immune seasonal support.

Lifestyle Positioning: The classic, convenient snack for daily Vitamin C and vitality.

---

Product #: 92

Product Name: Parsley (Fresh)

Product Category: Herbs

Ingredients: 100% Fresh Parsley

Nutritional Values (approximate, per serving):

- Calories (kcal): 1 (per tablespoon)
- Protein (g): 0.1
- Carbohydrates (g): 0.2
- Fats (g): 0
- Fiber (g): 0.1
- Sugar (g): 0
- Key Vitamins / Minerals: Vitamin K, Vitamin C, Vitamin A, Apigenin

Health Benefits:

- Supports bone health through high Vitamin K1 levels.
- Promotes healthy kidney function and fluid balance.
- Provides apigenin, an antioxidant that supports cellular defense.

Recommended Usage:

- Serving Size: 4g (approx. 1/2 cup chopped daily)
- Frequency: Daily
- Best Time to Consume: With Lunch or Dinner

Target Audience: Health enthusiasts seeking to maximize micronutrient intake.

Lifestyle Positioning: A potent "super-herb" for detox support and bone health.

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Product #: 93

Product Name: Freekeh

Product Category: Whole Grains

Ingredients: 100% Cracked Green Wheat (Freekeh)

Nutritional Values (approximate, per serving):

- Calories (kcal): 170 (cooked)
- Protein (g): 8
- Carbohydrates (g): 33
- Fats (g): 1



- Fiber (g): 8
- Sugar (g): 0
- Key Vitamins / Minerals: Selenium, Magnesium, Zinc, Lutein

Health Benefits:

- Extremely high fiber content supports digestive longevity.
- Provides lutein to support healthy vision and eye protection.
- Acts as a prebiotic to nourish beneficial gut bacteria.

Recommended Usage:

- Serving Size: 150g (cooked)
- Frequency: 2-3 times per week
- Best Time to Consume: Lunch

Target Audience: Individuals focused on gut health and high-protein grains.

Lifestyle Positioning: An ancient, smoky-flavored grain for superior satiety and gut health.

Product #: 94

Product Name: Black Currants

Product Category: Fruits / Berries

Ingredients: 100% Fresh Black Currants

Nutritional Values (approximate, per serving):

- Calories (kcal): 63
- Protein (g): 1.4
- Carbohydrates (g): 15
- Fats (g): 0.4
- Fiber (g): 6
- Sugar (g): 9
- Key Vitamins / Minerals: Vitamin C (very high), Anthocyanins, Gamma-Linolenic Acid (GLA)

Health Benefits:

- Contains 4x the Vitamin C of oranges for peak immune support.
- GLA supports healthy skin barrier and hormonal balance.
- Supports healthy circulation and eye pressure levels.

Recommended Usage:

- Serving Size: 110g (1 cup)
- Frequency: 2-3 times per week
- Best Time to Consume: Morning

Target Audience: Seniors and individuals seeking high-potency antioxidants.

Lifestyle Positioning: A powerful, tart berry for advanced immune and skin defense.

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Product #: 95

Product Name: Watercress

Product Category: Leafy Vegetables

Ingredients: 100% Fresh Watercress

Nutritional Values (approximate, per serving):

- Calories (kcal): 4 (raw)
- Protein (g): 0.8
- Carbohydrates (g): 0.4
- Fats (g): 0
- Fiber (g): 0.2
- Sugar (g): 0.1
- Key Vitamins / Minerals: Vitamin K, Vitamin C, Vitamin A, Isothiocyanates

Health Benefits:

- Exceptionally high nutrient density score for overall wellness.
- Supports DNA protection and natural detoxification pathways.
- Promotes heart health by supporting healthy vessel function.

Recommended Usage:

- Serving Size: 34g (1 cup)
- Frequency: 3-4 times per week
- Best Time to Consume: Lunch (in salads)

Target Audience: Health-conscious adults and fitness enthusiasts.

Lifestyle Positioning: The "world's healthiest vegetable" for maximum micronutrient density.

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Product #: 96

Product Name: Rye Berries (Whole)

Product Category: Whole Grains

Ingredients: 100% Whole Grain Rye

Nutritional Values (approximate, per serving):

- Calories (kcal): 180 (cooked)
- Protein (g): 5
- Carbohydrates (g): 38
- Fats (g): 1
- Fiber (g): 7.5
- Sugar (g): 0.5
- Key Vitamins / Minerals: Manganese, Phosphorus, Magnesium, Lignans

#### Health Benefits:

- Supports metabolic health by promoting a lower insulin response.
- High fiber and lignan content support hormonal and digestive health.
- Promotes long-term satiety more effectively than many other grains.

#### Recommended Usage:

- Serving Size: 150g (cooked)
- Frequency: 2-3 times per week
- Best Time to Consume: Breakfast or Lunch

Target Audience: Individuals managing blood sugar and weight wellness.

Lifestyle Positioning: A hearty, robust grain for metabolic stability and fullness.

Product #: 97

Product Name: Bok Choy (Full Size)

Product Category: Cruciferous Vegetables

Ingredients: 100% Fresh Bok Choy

#### Nutritional Values (approximate, per serving):

- Calories (kcal): 13 (raw)
- Protein (g): 1.5
- Carbohydrates (g): 2.2
- Fats (g): 0.2
- Fiber (g): 1
- Sugar (g): 1.2
- Key Vitamins / Minerals: Vitamin K, Vitamin C, Folate, Beta-Carotene

#### Health Benefits:

- Supports immune function through high concentrations of pro-vitamin A.
- Contributes to bone strength via Vitamin K.
- Provides antioxidants that support a healthy inflammatory response.

#### Recommended Usage:

- Serving Size: 100g
- Frequency: Daily
- Best Time to Consume: Dinner

Target Audience: General population looking for light, healthy greens.

Lifestyle Positioning: A mild, crunchy vegetable for balanced daily nutrition.

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Product #: 98

Product Name: Cod Fillet

Product Category: Seafood / Protein

Ingredients: 100% Raw Atlantic Cod

Nutritional Values (approximate, per serving):

- Calories (kcal): 90
- Protein (g): 20
- Carbohydrates (g): 0
- Fats (g): 0.6
- Fiber (g): 0
- Sugar (g): 0
- Key Vitamins / Minerals: Vitamin B12, Iodine, Selenium, Phosphorus

Health Benefits:

- Provides high-quality, lean protein for muscle repair without excess fat.
- Supports thyroid health through significant natural iodine content.
- Promotes cognitive function and nerve health via B12.

Recommended Usage:

- Serving Size: 113g (4 oz)
- Frequency: 1-2 times per week
- Best Time to Consume: Dinner

Target Audience: Athletes and those on low-fat, high-protein diets.

Lifestyle Positioning: A clean, lean marine protein for metabolic and thyroid support.

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Product #: 99

Product Name: Pine Nuts

Product Category: Nuts / Seeds

Ingredients: 100% Raw Pine Nuts

Nutritional Values (approximate, per serving):

- Calories (kcal): 191
- Protein (g): 3.9
- Carbohydrates (g): 3.7
- Fats (g): 19
- Fiber (g): 1
- Sugar (g): 1
- Key Vitamins / Minerals: Vitamin E, Vitamin K, Magnesium, Pinolenic Acid

Health Benefits:

- Contains pinolenic acid, which may support appetite regulation.
- Provides Vitamin E for skin protection and antioxidant status.
- Supports sustained energy and heart health through healthy fats.

Recommended Usage:

- Serving Size: 28g
- Frequency: 2-3 times per week
- Best Time to Consume: Salad topping or with Lunch

Target Audience: Individuals focused on satiety and skin health.

Lifestyle Positioning: A small but nutrient-dense nut for flavor and appetite support.

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Product #: 100

Product Name: Peppermint Tea (Herbal)

Product Category: Beverages / Herbs

Ingredients: 100% Dried Peppermint Leaves (*Mentha piperita*)

Nutritional Values (approximate, per serving):

- Calories (kcal): 2
- Protein (g): 0
- Carbohydrates (g): 0.5
- Fats (g): 0
- Fiber (g): 0
- Sugar (g): 0
- Key Vitamins / Minerals: Menthol, Flavonoids, Manganese

Health Benefits:

- Supports healthy digestion and relief of occasional bloating.
- Promotes mental clarity and focus without the use of caffeine.

- Provides a calming effect on the gastrointestinal tract.

Recommended Usage:

- Serving Size: 240ml (1 cup)
- Frequency: Daily
- Best Time to Consume: After meals or Evening

Target Audience: General population seeking digestive comfort.

Lifestyle Positioning: A refreshing, caffeine-free beverage for digestive and mental calm.

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