



BLUE FIG

WEIGHT WATCH PROGRAM

HEALTH & WELLNESS SOLUTIONS
THROUGH CERTIFIED
NUTRITIONALLY TECHNIQUES.

“ Out beyond the idea of right
thinking and wrong thinking is
a field...

I will meet you there...” Rumi

Weight watch, our plan, your way!
When it comes to weight, everyone's needs
are different. What works well for one
person may not work as well for another.

That's why, for the first time ever, we're
offering more than one way to experience
the journey. Introducing Blue Fig's Weight
Watch Program!

With this groundbreaking program, you can
feel confident that you're on the right
path for you. We start with a food plan
that's based on nutrition science, so your
body is getting what it needs and you're
not going hungry. Also keep in mind, a
layer of proven behavioral techniques can
help you build life-changing habits, one
small, achievable goal at a time. You'll
eat better, be healthier, and shift your
mindset to an "I've got this" way of
thinking—because we're about more than
just weight watch.

We're about success that lasts.

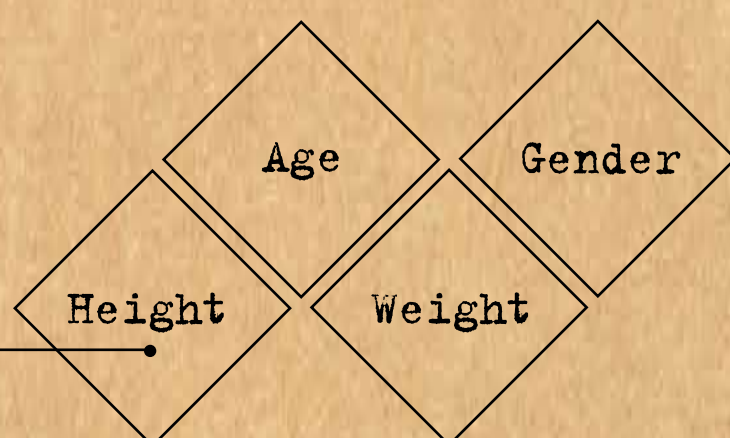
So welcome. This is the start of something
great!

SCIENCE BEHIND THE PROGRAM

It all starts with a deep understanding and a certified nutrition insights to which it takes complex nutritional data and boils it down to one simple, easy-to-understand number.

Where calories form the baseline, sugar and saturated fat makes the figure go up; protein lowers it. Blue Fig's Weight Watch Program (WWP) will guide you towards a healthier pattern of eating. The program is personalized to you, a man has different nutritional needs than a woman. It is based on your age, weight, height and sex to ensure you reach your weight goal.

A 6'3" male has different nutritional needs than a 5'2" female.



WWP 3 ways to live it

The WWP is freeing and flexible for you, because it takes your personal needs into account and figures out which option best aligns with your lifestyle. We include a breakfast, lunch and dinner scheduled meals to the program.

Each meal is planned by a certified nutritionist that will keep up with you and always on the loop to follow up with your progress and nutritional needs or any questions in mind.

The WWP menu

Everything on the menu taking our strongest stance ever on eating healthier, with less processed food.



View Blue Fig's Weight Watch Program Menu

OUR WWP DISHES NUTRITION FACTS

BREAKFAST
FRUIT SALAD

Nutrition Facts

Serving Size (150g)
Servings Per Container

Amount Per Serving

Calories 80 Calories from Fat 5

% Daily Value*

Total Fat 0g 0%

Saturated Fat 0g 0%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 0mg 0%

Total Carbohydrate 20g 7%

Dietary Fiber 3g 12%

Sugars 14g

Protein 1g

Vitamin A 4% • Vitamin C 80%

Calcium 2% • Iron 2%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Fruits
150gm

Sugars
14g

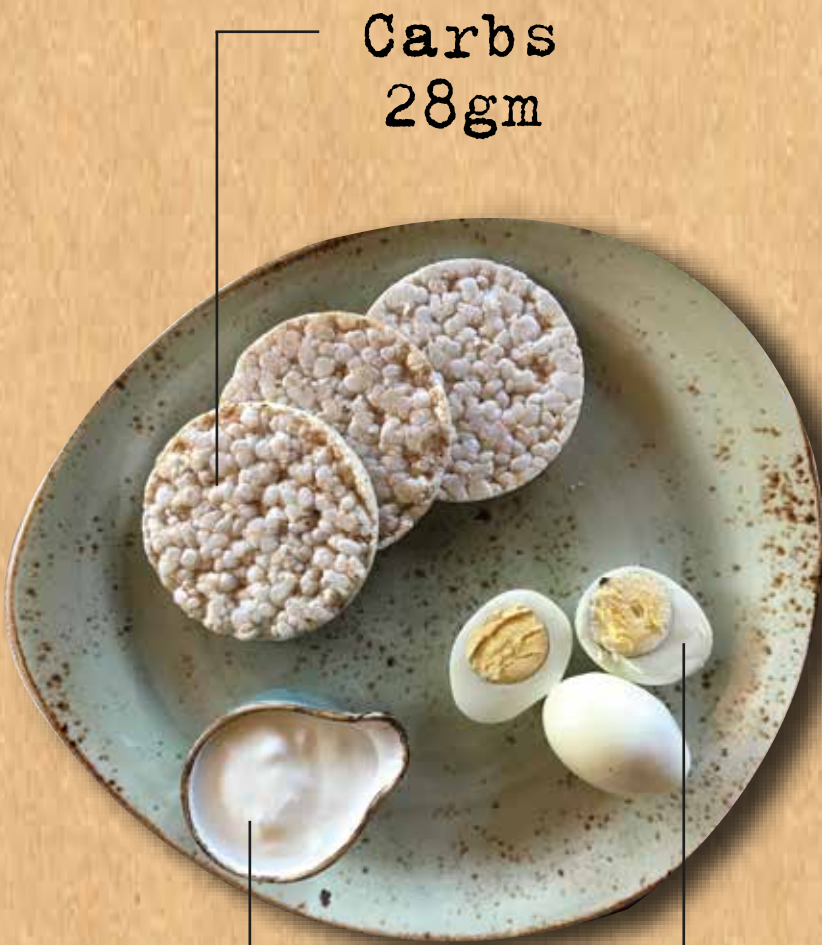


Calories
80gm

Total Fat
0g

MALE/FEMALE

*Served with each
course in the menu*



Carbs
28gm

Dairy
185gm

Protein
100gm



Fruits
150gm

BREAKFAST BOILED EGGS

Nutrition Facts

Serving Size (301g)			
Servings Per Container			
Amount Per Serving			
Calories 380		Calories from Fat 150	
		% Daily Value*	
Total Fat 16g		25%	
Saturated Fat 7g		35%	
Trans Fat 0g			
Cholesterol 400mg		133%	
Sodium 300mg		13%	
Total Carbohydrate 36g		12%	
Dietary Fiber 1g		4%	
Sugars 13g			
Protein 22g			
Vitamin A 15%		• Vitamin C 4%	
Calcium 30%		• Iron 10%	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram:			
Fat 9 • Carbohydrate 4 • Protein 4			

MALE/FEMALE

BREAKFAST
GRILLED
SMOKED TURKEY

Nutrition Facts

Serving Size (213g)
Servings Per Container

Amount Per Serving

Calories 260 Calories from Fat 50

% Daily Value*

Total Fat 6g 9%

Saturated Fat 3.5g 18%

Trans Fat 0g

Cholesterol 40mg 13%

Sodium 800mg 33%

Total Carbohydrate 32g 11%

Dietary Fiber 1g 4%

Sugars 9g

Protein 20g

Vitamin A 4% • Vitamin C 4%

Calcium 20% • Iron 6%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Carbs
29gm



Dairy
40gm

Protein
55gm

Fruits
150gm



MALE/FEMALE

BREAKFAST
GRILLED
HALLOUMI CHEESE



Dairy Full Fat 180gm
Skimmed 250gm
Almond 200gm



Fruits
150gm

Nutrition Facts

Serving Size (328g)
Servings Per Container

Amount Per Serving

Calories 220 Calories from Fat 80

	% Daily Value*
Total Fat 9g	14%
Saturated Fat 6g	30%
Trans Fat 0g	
Cholesterol 25mg	8%
Sodium 810mg	34%
Total Carbohydrate 17g	6%
Dietary Fiber 0g	0%
Sugars 12g	

Protein 18g

Vitamin A 20% • Vitamin C 2%

Calcium 50% • Iron 2%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

MALE/FEMALE

LUNCH / DINNER
GRILLED
FILLET STEAK

Nutrition Facts

Serving Size (213g)
Servings Per Container

Amount Per Serving

Calories 260 Calories from Fat 50

% Daily Value*

Total Fat 6g 9%

Saturated Fat 3.5g 18%

Trans Fat 0g

Cholesterol 40mg 13%

Sodium 800mg 33%

Total Carbohydrate 32g 11%

Dietary Fiber 1g 4%

Sugars 9g

Protein 20g

Vitamin A 4% • Vitamin C 4%

Calcium 20% • Iron 6%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories:	2,000	2,500
Total Fat	Less than	65g	80g	
Saturated Fat	Less than	20g	25g	
Cholesterol	Less than	300mg	300mg	
Sodium	Less than	2,400mg	2,400mg	
Total Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Carbs
115gm



Protein
115gm

Vegetables
110gm



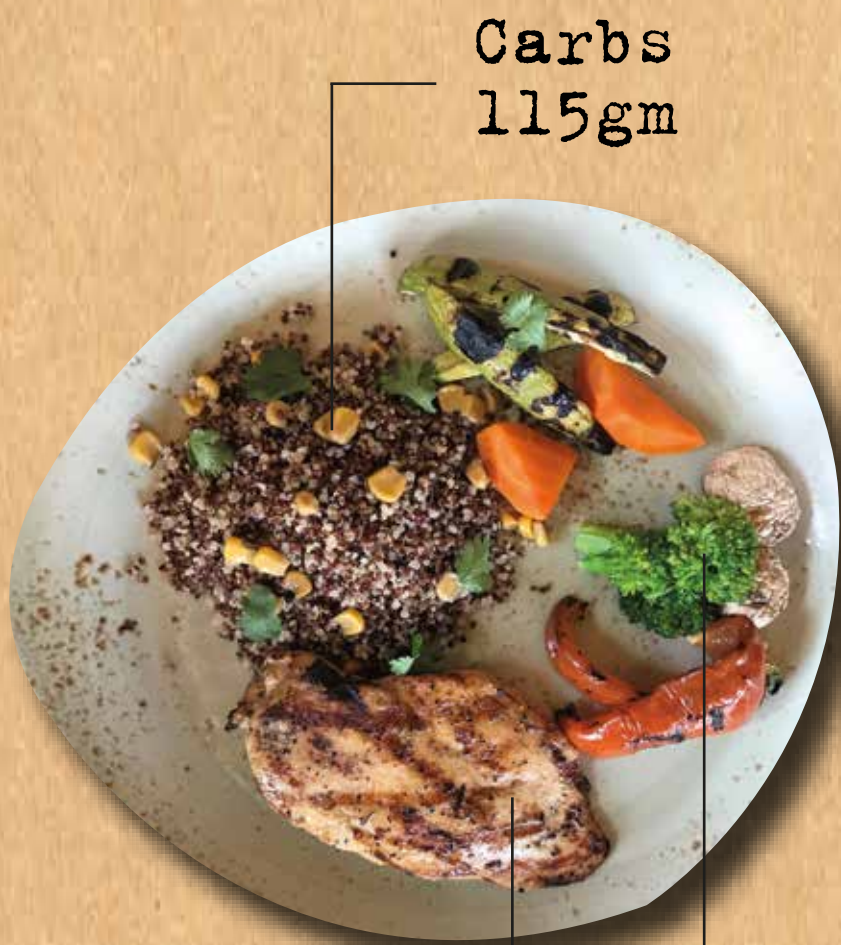
Salad
170gm



Fruits
150gm

MALE

LUNCH / DINNER
GRILLED
CHICKEN BREAST



Carbs
115gm

Protein
115gm

Vegetables
110gm



Salad
170gm



Fruits
150gm

Nutrition Facts

Serving Size (345g)
Servings Per Container

Amount Per Serving

Calories 310 Calories from Fat 50

% Daily Value*

Total Fat 6g 9%

Saturated Fat 0.5g 3%

Trans Fat 0g

Cholesterol 45mg 15%

Sodium 660mg 28%

Total Carbohydrate 42g 14%

Dietary Fiber 7g 28%

Sugars 4g

Protein 24g

Vitamin A 110% • Vitamin C 120%

Calcium 4% • Iron 15%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories:	2,000	2,500
Total Fat	Less than	65g	80g	
Saturated Fat	Less than	20g	25g	
Cholesterol	Less than	300mg	300mg	
Sodium	Less than	2,400mg	2,400mg	
Total Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

MALE

LUNCH / DINNER
ROASTED
WHITE FISH

Nutrition Facts

Serving Size (345g)
Servings Per Container

Amount Per Serving

Calories 380 Calories from Fat 80

% Daily Value*

Total Fat 9g 14%

Saturated Fat 3g 15%

Trans Fat 0g

Cholesterol 70mg 23%

Sodium 170mg 7%

Total Carbohydrate 45g 15%

Dietary Fiber 6g 24%

Sugars 6g

Protein 29g

Vitamin A 110% • Vitamin C 180%

Calcium 4% • Iron 15%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories: 2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Vegetables
110gm



Protein
115gm

Carbs
115gm



Salad
170gm



Fruits
150gm

MALE



Total Fat
20g

Sugars
5g

Calories
250gm

Vegetables
250gm

JARASH ARENA SALAD

Nutrition Facts

Serving Size (250g)			
Servings Per Container			
Amount Per Serving			
Calories 250		Calories from Fat 180	
		% Daily Value*	
Total Fat 20g		31%	
Saturated Fat 3g		15%	
Trans Fat 0g			
Cholesterol 0mg		0%	
Sodium 610mg		25%	
Total Carbohydrate 10g		3%	
Dietary Fiber 3g		12%	
Sugars 5g			
Protein 3g			
Vitamin A 130%		• Vitamin C 40%	
Calcium 6%		• Iron 15%	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram:			
Fat 9 • Carbohydrate 4 • Protein 4			

MALE

ORIENTAL
SALAD

Nutrition Facts

Serving Size (250g)
Servings Per Container

Amount Per Serving

Calories 240 Calories from Fat 180

% Daily Value*

Total Fat 20g 31%

Saturated Fat 3g 15%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 570mg 24%

Total Carbohydrate 9g 3%

Dietary Fiber 2g 8%

Sugars 4g

Protein 2g

Vitamin A 40% • Vitamin C 150%

Calcium 2% • Iron 4%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Total Fat
20g

Sugars
4g



Calories
240gm

Vegetables
250gm

MALE



Total Fat
20g

Sugars
2g

Calories
230gm

Vegetables
250gm

ROCCA SALAD

Nutrition Facts

Serving Size (250g)
Servings Per Container

Amount Per Serving

Calories 230 Calories from Fat 180

% Daily Value*

Total Fat 20g 31%

Saturated Fat 3g 15%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 530mg 22%

Total Carbohydrate 6g 2%

Dietary Fiber 2g 8%

Sugars 2g

Protein 4g

Vitamin A 0% • Vitamin C 100%

Calcium 15% • Iron 4%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

MALE

LUNCH / DINNER
GRILLED
FILLET STEAK

Nutrition Facts

Serving Size (255g)
Servings Per Container

Amount Per Serving

Calories 340 Calories from Fat 90

% Daily Value*

Total Fat 10g 15%

Saturated Fat 3.5g 18%

Trans Fat 0g

Cholesterol 75mg 25%

Sodium 540mg 23%

Total Carbohydrate 32g 11%

Dietary Fiber 4g 16%

Sugars 2g

Protein 29g

Vitamin A 100% • Vitamin C 30%

Calcium 2% • Iron 20%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories:	2,000	2,500
Total Fat	Less than	65g	80g	
Saturated Fat	Less than	20g	25g	
Cholesterol	Less than	300mg	300mg	
Sodium	Less than	2,400mg	2,400mg	
Total Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Carbs
85gm



Protein
85gm

Vegetables
110gm



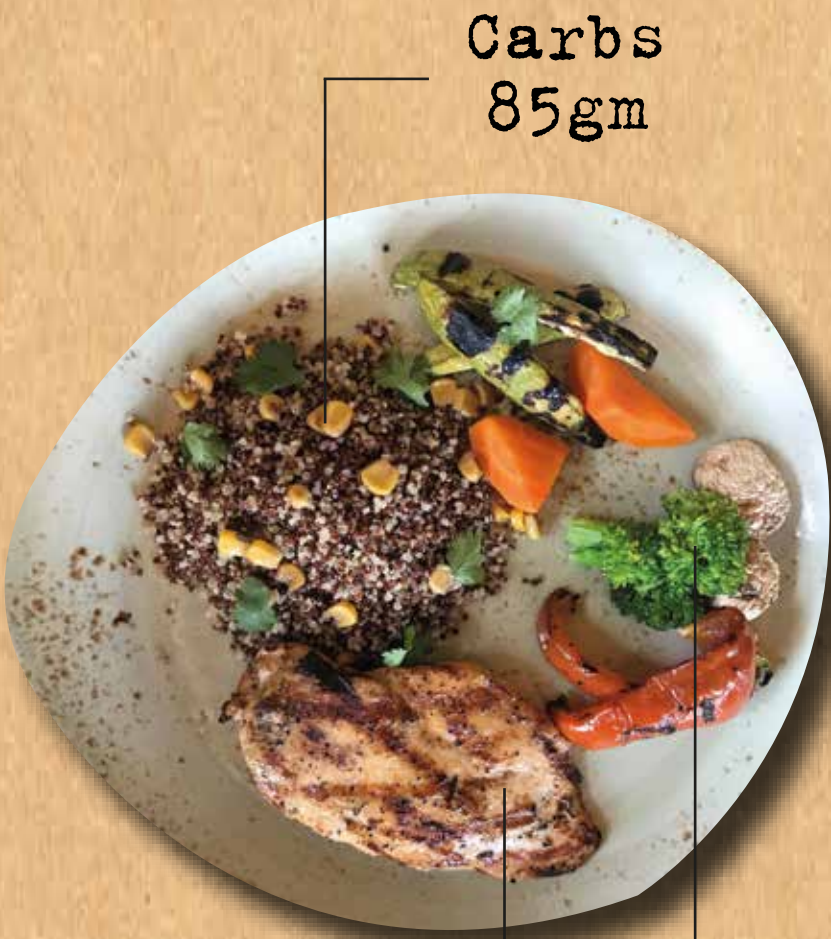
Salad
115gm



Fruits
150gm

FEMALE

LUNCH / DINNER
GRILLED
CHICKEN BREAST



Carbs
85gm

Protein
85gm

Vegetables
110gm



Salad
115gm



Fruits
150gm

Nutrition Facts

Serving Size (255g)
Servings Per Container

Amount Per Serving

Calories 230 Calories from Fat 40

% Daily Value*

Total Fat 4.5g 7%

Saturated Fat 0.5g 3%

Trans Fat 0g

Cholesterol 35mg 12%

Sodium 490mg 20%

Total Carbohydrate 31g 10%

Dietary Fiber 5g 20%

Sugars 3g

Protein 18g

Vitamin A 100% • Vitamin C 80%

Calcium 4% • Iron 10%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories:	2,000	2,500
Total Fat	Less than	65g	80g	
Saturated Fat	Less than	20g	25g	
Cholesterol	Less than	300mg	300mg	
Sodium	Less than	2,400mg	2,400mg	
Total Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

FEMALE

LUNCH / DINNER
ROASTED
WHITE FISH

Nutrition Facts

Serving Size (255g)
Servings Per Container

Amount Per Serving

Calories 280 Calories from Fat 60

% Daily Value*

Total Fat 6g 9%

Saturated Fat 2g 10%

Trans Fat 0g

Cholesterol 50mg 17%

Sodium 120mg 5%

Total Carbohydrate 33g 11%

Dietary Fiber 5g 20%

Sugars 5g

Protein 22g

Vitamin A 100% • Vitamin C 120%

Calcium 2% • Iron 10%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories:	2,000	2,500
Total Fat	Less than	65g	80g	
Saturated Fat	Less than	20g	25g	
Cholesterol	Less than	300mg	300mg	
Sodium	Less than	2,400mg	2,400mg	
Total Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Vegetables
110gm



Protein
85gm

Carbs
85gm



Salad
115gm



Fruits
150gm

FEMALE

JARASH ARENA
SALAD

Total Fat
20g

Sugars
3g



Calories
230gm

Vegetables
197gm

Nutrition Facts

Serving Size (197g)

Servings Per Container

Amount Per Serving

Calories 230

Calories from Fat 180

% Daily Value*

Total Fat 20g

31%

Saturated Fat 3g

15%

Trans Fat 0g

Cholesterol 0mg

0%

Sodium 550mg

23%

Total Carbohydrate 7g

2%

Dietary Fiber 2g

8%

Sugars 3g

Protein 2g

Vitamin A 100%

Vitamin C 35%

Calcium 4%

Iron 8%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

Calories:

2,000

2,500

Total Fat

Less than

65g

80g

Saturated Fat

Less than

20g

25g

Cholesterol

Less than

300mg

300mg

Sodium

Less than

2,400mg

2,400mg

Total Carbohydrate

300g

375g

Dietary Fiber

25g

30g

Calories per gram:

Fat 9

Carbohydrate 4

Protein 4

FEMALE

ORIENTAL
SALAD

Nutrition Facts

Serving Size (195g)
Servings Per Container

Amount Per Serving

Calories 230 Calories from Fat 180

% Daily Value*

Total Fat 20g 31%

Saturated Fat 3g 15%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 550mg 23%

Total Carbohydrate 7g 2%

Dietary Fiber 1g 4%

Sugars 3g

Protein 1g

Vitamin A 30% • Vitamin C 120%

Calcium 2% • Iron 2%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4



Total Fat
20g

Sugars
3g

Calories
230gm

Vegetables
195gm

FEMALE



Total Fat
20g

Sugars
1g

Calories
220gm

Vegetables
195gm

ROCCA
SALAD

Nutrition Facts

Serving Size (195g)			
Servings Per Container			
Amount Per Serving			
Calories 220		Calories from Fat 180	
		% Daily Value*	
Total Fat 20g		31%	
Saturated Fat 3g		15%	
Trans Fat 0g			
Cholesterol 0mg		0%	
Sodium 520mg		22%	
Total Carbohydrate 4g		1%	
Dietary Fiber 1g		4%	
Sugars 1g			
Protein 3g			
Vitamin A 0%		• Vitamin C 80%	
Calcium 10%		• Iron 2%	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram:			
Fat 9 • Carbohydrate 4 • Protein 4			

FEMALE

YOUR TOP QUESTIONS

Glad you asked!

1. Does Weight Watch Program work?

There is good evidence for the efficacy of Weight Watch Program method and particularly for maintenance of weight loss over the longer term.

2. How do Weight Watch Program make sure the program is nutritionally sound?

Our Weight Watch Program have a registered dietitian and certified nutritionist advising the program. She input regularly to make sure that the program and its menu materials are scientifically sound, evidence based and accurate.



Check out our Acknowledgement Certificate

3. Does It Allow for Dietary Restrictions or Preferences?

Whether you're a vegetarian or vegan or need to limit salt or fat, WWP is designed to be flexible enough that you can follow it.

Weight Watch Program - Monthly plan



VIEW THE WWP MONTHLY PLAN

Want to sign in to Blue Fig's WWP?

Please fill out our Weight Watch Program



BLUE FIG
WEIGHT WATCH PROGRAM

Guest Nutrition Assessment Form

Blue Fig provides a nutritionally-balanced WEIGHT WATCH PROGRAM (WWP) based on the fundamental principles of a well-balanced diet and achieving long term healthy habits.

WWP is designed to fit healthy adults with light physical activity.

A one to one consultation with Serien Al Baheri nutrition center will help set your target weight and choose the meal plan based on your lifestyle requirements.

It is imperative to disclose if you are any of the below:

- ☐ Pregnant or Nursing
- ☐ Athlete
- ☐ Allergies
- ☐ Health issues

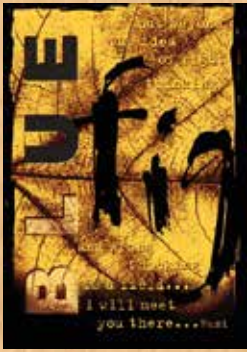


BLUE FIG WWP
CLIENT ASSESSMENT
& DISCLAIMER FORM

Easy to join!

Proper Follow-up.

Noticeable Progress.



BLUE FIG

A culture within all cultures

Learn more



Health & safety measures.



Tribute of the month.



Abdoun special offers.



Corner special offers.



Take & Bake solutions.



Gourmet & Catering



Delivery menu.



Cafe & Bar QAIA.



Whatsapp business.



Rate us on TripAdvisor.