

Eat healthy,

stay healthy.



You are what you eat?

Want to change the way you eat and live healthier? You can start right now!
Find out what you like and what works for you. This is the first step.



Did you know?

One apple a day keeps the doctor away – this is not just a saying, it is scientifically proven.



This is what we serve:

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Eat

what you

want.

From meat to vegan.

Anything but meat!

On a vegetarian diet, an occasional egg or piece of cheese is fine. Meat is never on the plate, but sometimes fish and seafood.

Nothing of animal origin!

A vegan diet means eating nothing of animal origin, i.e. neither fish nor meat, but also no dairy products, eggs and honey. This one-sided diet can lead to deficiencies in some essential nutrients.

Typical omnivores?

Flexitarians eat a little of everything, making sure it is freshly prepared and well-balanced. The origin of animal products is particularly important. Quality comes before quantity.

Is it tasty? It is tasty!

Your body knows best what it needs. So go with your gut feeling. It also keeps things varied. This is called “intuitive eating”.

Absolutely delicious?

Meat and animal products can be a valuable part of your diet.

Tip: Less is often more. And when you shop, look for products from good animal husbandry, preferably from a local farm.

Why travel far?

Good food at your fingertips.

The smaller the ecological footprint, the better – quite logically, actually. Not only can the food you buy and eat be tasty and healthy, but it can also do something for the climate:

Farting cows

Animals are not automatically bad for the climate, but it's the quantity that matters: Livestock farming is responsible for more than 1/10 of all greenhouse gas emissions. So eating less meat and animal products is a real climate saver.

Flight ban

Beans from Kenia or Asparagus from Peru have travelled a long way to get to our supermarkets. They can be sourced locally and are just as delicious.

Is it still good?

Expired food is often still edible long after the best-before-date and does not need to be thrown away. A smell and taste test can help.

Knobbly and crooked

Crooked cucumbers or apples with small dents taste just as good as the straight and shiny supermarket beauties.

Unpackaged

Product packaging accounts for a large proportion of our waste. Zero-waste shops do without it.



Did you know?

Exercise is not only good for us, it is also good for the environment. Cycling to the shops instead of driving can save almost 20 kg CO₂ per 100 kilometres.



Fridays for Food.

Healthy food for the climate.

Our supermarkets are always filled with products from all over the world. But good quality can be found just around the corner. Local fruit and vegetables are the perfect basic ingredients for healthy cooking. At any time of the year. Not only good for you, but also for the environment.

Spring



spinach, asparagus, chard, rapini, German turnip, radish, pointed cabbage, early savoy cabbage, rhubarb, scallions, peas, Belgian endive, Hakurei turnips, various leafy greens



strawberries

Summer



cauliflower, broccoli, cucumbers, pepper, tomatoes, snow peas, beetroot, zucchini, green beans, eggplants, celery, fennel, fava beans, rocket salad, various leafy greens



cherries, raspberries, currants, gooseberries, blackberries, Mirabelle plums

Autumn



pumpkins, parsnips, root parsley, white turnips, sweet corn, celeriac



plums, pears, apples, nuts, grapes, quinces

Winter



red and white cabbage, Savoy cabbage, kale, Brussels sprouts, salsify, Jerusalem artichoke, rutabaga, Endive lettuce, corn salad



late apples or quinces



Some local fruit and vegetables are particularly good for storage. Potatoes, carrots, onions and apples are available most of the year from local growers.



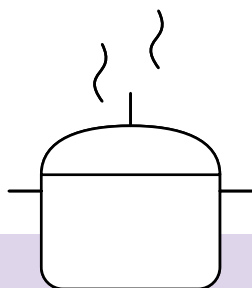
Did you know?

You can pick or harvest many local foods yourself. Wild herbs such as dandelion or wild garlic in spring; wild blackberries, wild strawberries, wild raspberries in summer; apples, pears and nuts in early autumn.

Served in a flash.

Quick and healthy.

Between job, housework and other commitments, we often don't have time to cook. But with a few tips, it is easy to incorporate fresh, healthy cooking into your everyday life.



Good planning: The be-all and end-all

Make a plan for the week. That way, you won't have to go shopping all the time. Plan for the second half of the week with ingredients that keep well (carrots, cabbage, parsnips, pumpkin).

Food trend: One-pot

These dishes are varied and easy to prepare for several days: They can be cooked in one pot, roasted in a large pan or baked in a casserole.

So easy? So easy!

Cook large quantities of dishes, such as curries or bolognese, and freeze them in portions. Once defrosted, they can be combined in a variety of ways.

Basics: Prepare and vary

Cook a large quantity of noodles, for example: Enjoy them with a delicious sauce on the first day, make a pasta salad on the second day and crispy fried noodles with vegetables on the third day. Leftovers from dinner? Take what you didn't eat to work the next day. Use a lunch box for this.

Snacks always work

Apples, dried fruit and nuts are great sources of energy, full of healthy ingredients and fit in any bag.

Meal-Prep

Prepare several days' worth of salads, rice, pasta or vegetable dishes, fill containers with appropriate portions - and you always have fresh food ready to enjoy.

Everyone to the table, please!

Cooking for the family.

Does your family fancy a good meal? Then cook together more often! It takes the pressure off you as the cook and is great fun for everyone! The fun starts with planning, shopping and preparing together. You can follow a recipe or be spontaneous and creative: Take the time to enjoy!



On board from a young age

Get your kids in on the cooking action. By joining in, they'll quickly soak up loads of knowledge on healthy eating. They'll learn, for example, that true sustenance doesn't come canned – it's harvested from gardens and farmed lands. Plus, they'll discover the ins and outs of preparing fresh ingredients correctly.

Bright, colourful, and brimming with health

Little ones love a splash of colour. This applies to their meals as well. That's why you should whip up a colourful mix of veggies: Reds like bell peppers, beets, or tomatoes; greens such as herbs, beans, celery, zucchini, and peas; orange things like carrots; yellows including corn, potatoes, and onions; and purples like eggplants. As a bonus, children discover that a vibrant vegetable platter supplies all the vital nutrients necessary for growth and maintaining good health.

The eye eats as well

It's an important lesson for everyone, not only kids: All ingredients come with their own set of qualities, specific aromas and flavours. Everything looks different and feels different, too. There's so much new to discover. All this does wonders for your appetite!

It doesn't get any greener!

Endless vitamins.

Your food.

When you think of fruit and vegetables, vitamins are surely on your mind. Vital, yes, but far from the full picture. It's not just about vitamins with apples, peppers, and the gang. You're also getting a wealth of trace elements, phytonutrients, and fibres. To find out exactly how much of what is in which, just take a peek at nutrition tables.

You can also leave those tables aside: Eat 2 servings of fruit and 3 servings of vegetables daily, ensuring a wide variety of different types. This way, you're covered for all your nutritional needs. Supplements then become necessary only if there's a genuine lack, and your doctor advises them.

Vitamins:

Fruit and vegetables are particularly rich in beta-carotene (a precursor to vitamin A), vitamin C, vitamin K, folate, and vitamin B6.

Trace elements:

Minerals like potassium, calcium, magnesium, phosphorus, and iron which can be found in varying amounts in virtually all fruit and vegetables.

Phytonutrients:

Flavonoids, phenolic acids, carotenoids, phytoestrogens, glucosinolates, monoterpenes, saponins, and phytosterols are pigments, fragrances, and flavour compounds in plants.



Your

lifestyle.

What's all this for?

Vitamins, trace elements, and phytonutrients are vital for your health – they ensure your organs function properly, stabilise hormonal and neural processes, and promote healthy growth. They bolster your immune system and can help protect against many diseases.

Additionally, there are what's called dietary fibres, found exclusively in plants. They're essential for healthy bowel function and support your metabolism.



Did you know?

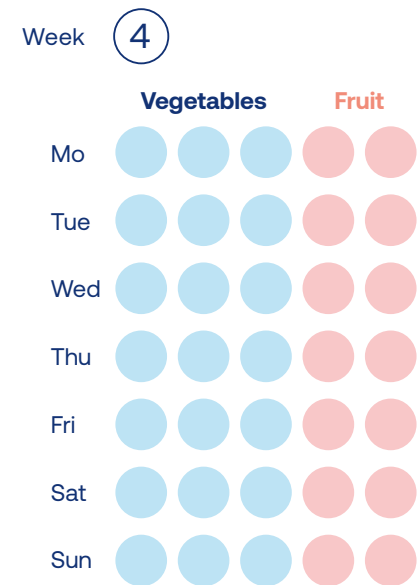
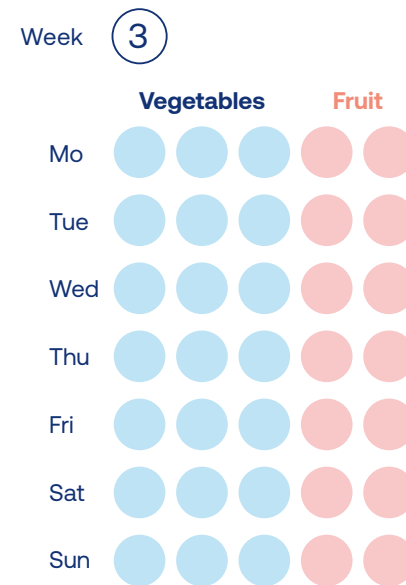
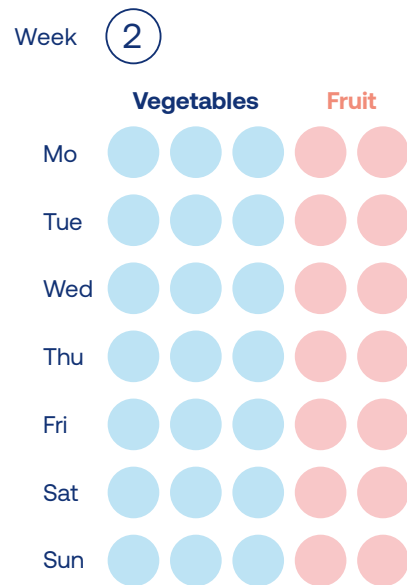
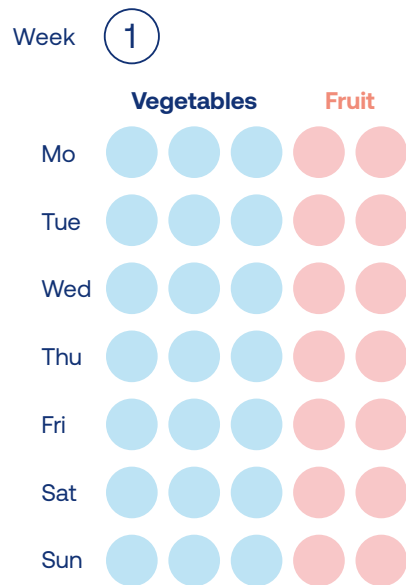
Along with all the nutrients, fruit and vegetables bring sugar to the table. Yet, natural fruit sugar doesn't hold a health advantage over manufactured sugar. That's why it's better to eat two oranges rather than drinking one litre of orange juice, which contains the fructose of 10 or 12 oranges.

5 a Day!

Your
challenge
starts now.

In theory, fruit and veggies are great for you. What's next? Kickoff to a healthier diet! Try incorporating 2 servings of fruit and 3 servings of vegetables into your daily meals over a period of 4 weeks. It's really simple: Berries in your porridge, an apple for a snack, a colourful salad for lunch, some carrots in between, and plenty of vegetables in the evening as a soup or casserole.

Let's get started!



Hydration Hero.

Let's

have a drink.



Eating well? Check! However, staying well-hydrated is also a key part of healthy eating. Drink up to shape up:

- **1.5 litres of liquid a day is a must** – at the very least. This ensures your body is adequately hydrated. More is certainly welcome. Especially on hot days or after exercising.
- **Nothing beats water as a thirst quencher.** Plus, drinking tap water means extra savings and less to lug around. Good for your wallet and your back.
- **Spice up your hydration** with unsweetened herbal and fruit teas for flavour variety. Or jazz up your water with lemon, berries, grapes, herbs, or cucumber slices.
- You can have caffeinated drinks like coffee or black tea, but it's wise to limit consumption **and skip the sugar.**
- Watch out for sugar. Fresh juices often seem ideal, but they naturally contain a lot of fructose. **Tip: Switch to spritzers.** Soft drinks, iced teas, and the like are often far too sweet.
- While a cool beer may feel refreshing on a hot day, it's not an effective way to quench your thirst. **In contrast to alcohol, water and fruit tea have zero calories.**



Did you know?

Key components of your diet can only be transported to the cells when dissolved in water. Your body can only expel metabolic waste if you're properly hydrated.

Don't weight!

Your healthy feel-good weight.

Where normal weight ends and overweight begins is revealed by your Body Mass Index (BMI). With a formula and a table, you can quickly find out whether your weight is according to standard. But do you have to? More important than any standard is that you feel comfortable.

Instagram and co. are constantly telling you something different: That you have to look like this and not look different in order to be accepted. Of course, the photos are embellished, you know that. But the direction is clear: a slim body, muscles in the right places, clear, smooth skin. Don't let yourself be put off. Stay yourself. Be true to yourself. Humans cannot be standardised. Everyone has individual needs - including when it comes to nutrition and enjoyment.

In fact, enjoyment is particularly important because it stands for joie de vivre. Enjoying life and happiness are much more important for your health than the number on your scales or the BMI table. Endorphins make you feel good.

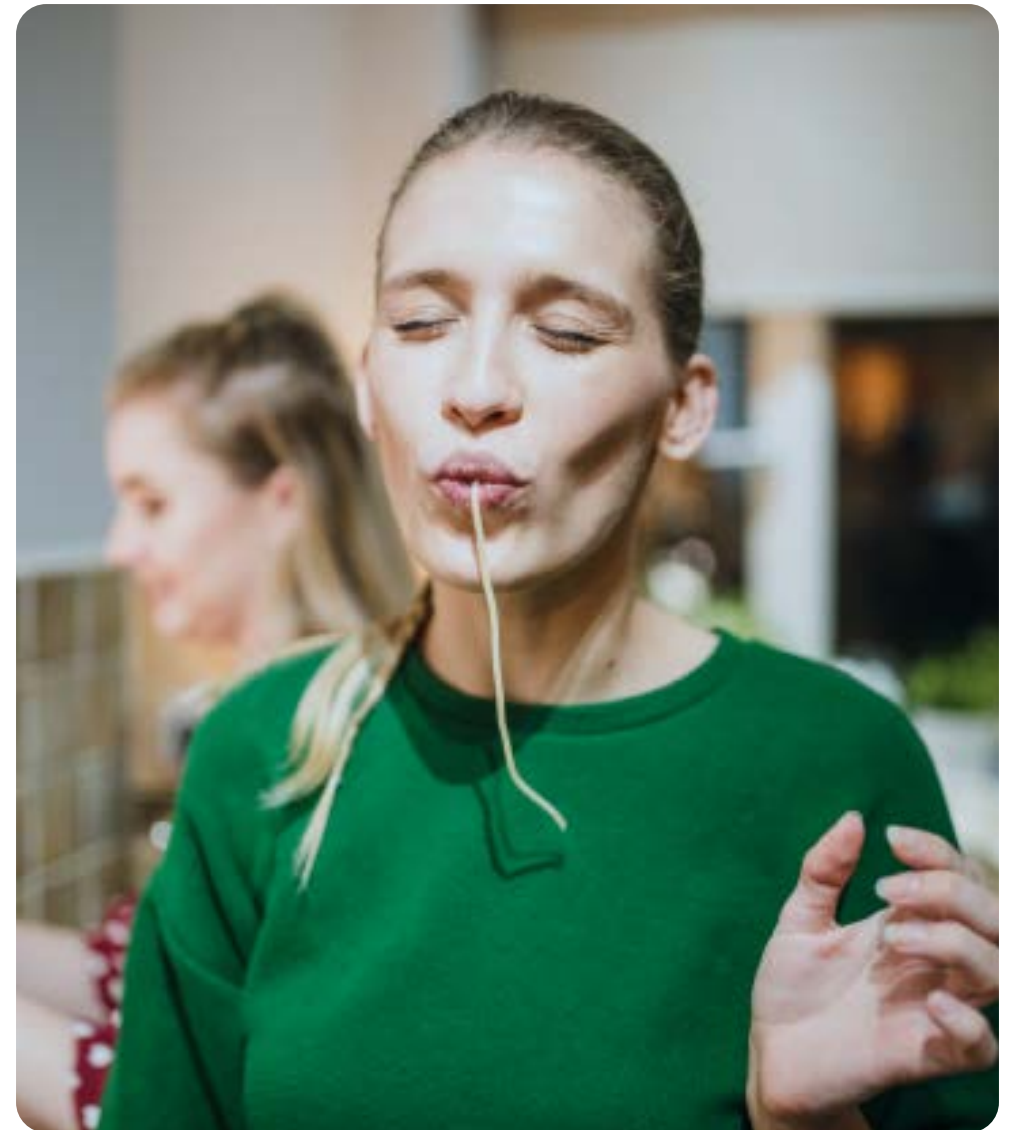
And if a small chocolate bar is part of your happiness - treat yourself to it! As long as you are in good health, no problem.

**Your new mantra: I am good as I am!
So it's time to get the scales out of your head and out of your bathroom.**



Schon gewusst?

Out of every 1,000 girls and women, around 28 will develop binge eating disorder, 19 bulimia and 14 anorexia. Boys and young men are slightly less affected. Causes include a tendency towards perfectionism and low self-esteem.



Your meal. Your health.

1. You know what you need.

Don't be obsessed with your diet.

2. Vegetarian, vegan and the like.

Eat what suits you, your tastes and your lifestyle.

3. Local and good.

Use regional products and do something for the climate and the environment.

4. No strawberries in winter.

Buy local seasonal produce from local growers.

5. Make weekly plans and cook ahead.

This way you'll always have fresh, healthy food at home.

6. Eat 5 a day.

Fruit and vegetables are key to a healthy diet.

7. Don't forget to drink.

Water and unsweetened drinks are great thirst quenchers.

8. Eat less sugar and salt.

And when it comes to fats, stick to vegetable oils.

9. Go for knobbly and crooked.

Look for fruit and vegetables that don't fit the standard.

10. Savour every bite.

Eat without rush, without hurry.



So easy.

So healthy.



Have a healthy appetite!

A healthy diet and more exercise:

Online Nutrition Coach

Nutrition tips for you and your family

Pronova BKK Be active week

Everything about nutrition, exercise and prevention

Well-Active Programme

Your proactive health programme

Prevention Budget

EUR 150 subsidy for certified health courses

Bonus programme

Easy e.g. EUR 200 bonus for you - make active provisions to secure further benefits

At your service – day time, night time or mealtime

A varied diet is good. But you will benefit even more if you also get plenty of exercise. Have a look at our brochure “Exercising the right way”.

For more information: Just get in touch!

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