

EPISODE 193**[INTRODUCTION]**

[00:00:10] AVH: Hey everybody, if you're one of those paleo people or even just trying to be healthy people who still struggles with serious bread, cookie, muffin, waffle, et cetera cravings. You know you're not alone, right? You do hear all the time people who say that paleo cookies or paleo desserts are still desserts and they should be avoided, right? I get it.

But I personally don't want to live in a world where I have to avoid cookies. Instead, I look at trying to find balance and eating foods that make me feel good not bloated or sad. But balance can be tough. I know it's something I'm constantly working on. Okay, back to the cookies. Today's interview is with Yemeni Mesa, he is the president of Know Foods, a company that makes low carb bread and other treats that are grain, gluten, soy, dairy free, don't produce a glucose spike.

I can say as a cookie connoisseur that these products are not good for gluten free, they're just good. I think it's a testament to the collective will of all of us who want to be healthy but still just want to crush a hamburger bun every now and then, that doesn't fall apart or taste like saw dust.

Know Foods is doing a service for us, anyway, Yemeni is also a former bodybuilder, he's a big keto guy who still manages to eat his own products all the time, we get in to all of that and we talk about the ingredients, the unique sweetener that he uses and you know, how you can have your cake and be keto too. It's all coming up, stay right where you are.

[INTERVIEW]

[0:01:41.9] AVH: We're just going to talk forever about the differences between LA and New York but maybe we should get into some real stuff because I'm here with Yemeni, he is the president of Know Foods and we're going to talk about all the delicious baked goods that you have sent me over the past year or two, I've eaten all of them, shared very little of it with other

people, it's going to be awesome. You might have to send me more if you want me to share it. How are you doing?

[0:02:04.7] YM: I'm doing great.

[0:02:05.6] AVH: Good, you're here, we're here I should say too because usually, the podcast that we do are done electronically, over the computer, we don't get to look each other in the eye and I actually enjoy this a lot more, we're lounging on a couch in a very cool hotel downtown New York, I'm feeling really cool right now, I hope you are.

[0:02:24.7] YM: This is a very happening spot.

[0:02:26.9] AVH: We've got like an amazing view, this actually should be on video, maybe we'll take some pictures and post those up too.

[0:02:32.2] YM: We'll do that for sure.

[0:02:33.6] AVH: Yes, you're here in New York, what are you doing here in New York?

[0:02:36.7] YM: I am here on business, so I'm the president of Know Foods as you mentioned earlier and just meeting with various customers, retailers, we've had a thin people that we've hired, I'm meeting with some of them and doing this podcast with you

[0:02:52.3] AVH: You're expanding a lot I guess because I mean, obviously, you've grown a lot and eaten since I found out about you guys, you have new products, all this stuff and you're really growing on social media from what I can tell. I guess that's reflected, and you're able to hire more people and you're having some people over here on the East coast, is that what's happening?

[0:03:08.0] YM: Yup.

[0:03:09.1] AVH: Who are you hiring over here?

[0:03:10.7] YM: We've hired somebody to oversee all of our sales functions on the East coast so he's our director of sales for the East and then we've just put in place an ambassador right here in New York City.

[0:03:20.6] AVH: Who is it?

[0:03:21.6] YM: Her name is Melissa. She is amazing, I actually worked with her before at Quest. She's got a great relationship with all the retailers in the area here so it'll be her job to champion the brand in all these small stores.

[0:03:34.5] AVH: Awesome. Yeah, you have quite the pedigree as far as like fit foods go because you used to work for Quest Nutrition which maybe paleo folks may not be familiar with but I think most people probably are. If you want to give us just a little bit of your background career wise and what led you to Know foods.

[0:03:51.5] YM: Sure. In a nutshell, I have forever just kind of been obsessed with training, nutrition, bodybuilding and all of that good stuff so I've been lucky enough to have my career kind of gravitate toward that area, I started my career with a company called MET-Rx back in the 90's.

[0:04:08.9] AVH: Real beef cake stuff?

[0:04:10.0] YM: Yup.

[0:04:10.9] AVH: They're still around.

[0:04:11.6] YM: They're still around, yes and happy to see them out there. I worked with other companies like Sport Pharma and some of the other smaller companies in the space back in the 90's but then I decided to take a break and wanted to learn and expand my skillsets so I went to go work in the ice cream world with Dryers and Nestle.

[0:04:29.5] AVH: I don't think I know that.

[0:04:30.5] YM: Yes.

[0:04:32.2] AVH: You went from like protein shakes to ice cream.

[0:04:35.2] YM: The complete opposite.

[0:04:35.9] AVH: Just living the life.

[0:04:37.8] YM: The complete opposite, yes. I will call that the dark days because I definitely abandoned my disciplined training ways when I was around ice cream all the time.

[0:04:45.2] AVH: Yeah, I would imagine.

[0:04:46.7] YM: Yeah, that was not good but I ended up launching my own business years later. A food brokering business, specializing in taking products out of niche channels and putting them into broader big box stores like Walmart and Cost Co and stuff like that. I did that for about 12 years and that's what led me to Quest actually. Quest was a client, I came across them when they were very small and they needed help getting into one of the customers that I happen to have a good relationship with, 24 Hour Fitness.

One thing led to another.

[0:05:15.3] AVH: I'm interested in the business of taking products and putting them into these bigger chains because I find that one of the downsides to it, I mean, from a business perspective, obviously, it's good, the more people buying it, the bigger your bottom line, all of that is great. But from a consumer perspective, often, people see it as either you're selling out or the quality must be going down or whatever.

If you look at the recent, Blue Bottle coffee, it's getting bought out by Nestle or something, I love Blue Bottle and personally, I'm keeping an eye on it but I don't think it's going to change me going, getting my New Orleans coffee.

[0:05:52.6] YM: Or Export got acquired by Kelloggs, right?

[0:05:54.8] AVH: Epic got bought out by somebody bigger and I think you're doing a good job of being transparent and saying, we are changing things from the inside because we're refusing to lower our standards, like Epic is really big about this. How do you do that when you've got maybe like a small startup like I don't know, almond butter company and it's all very natural and good and then they want to get into wall mart? How do you do it?

[0:06:17.4] YM: Very carefully, is the short answer but I'll tell you, there is a science to it and I've probably made every mistake there is to make in doing that. When I worked at MET-Rx, we're probably one of the first companies to ever take a product out of a very niche channel, specialty nutrition into Cost Co and Walmart and we suffered the consequences of that.

Our specialty channel did not like it, it eroded their business and ultimately led to the product not having enough margin for anyone to want to continue to carry it. The brand suffered as a result. That's just one of the many mistakes you can make but for like a small company who wants to be in Walmart, my advice to them would be, don't even think about that right now.

You have so much market to get to and so many doors to penetrate before even thinking about going into Walmart. If you try to knock on wall mart's door right now when you have no brand strength and no leverage of any sort, it's going to cost you dearly or you're not going to get a good shelf spot if you can even get in there at all.

There is a good rhyme and reason on how to go from one channel to the next as you are launching a brand.

[0:07:21.1] AVH: Tell us about Know Foods?

[0:07:23.5] YM: Know Foods is exciting.

[0:07:25.2] AVH: And delicious.

[0:07:27.6] YM: That's part of what makes it so exciting.

[0:07:29.5] AVH: Yeah.

[0:07:30.1] YM: I'm on a personal mission to try to figure out how to truly help people achieve their fitness goals or not get sick. I don't know if you noticed or not but a third of the US population today, a third is either pre-diabetic or has diabetes, that's over a hundred million people. We now know that we can attribute that to the over consumption of carbohydrates.

People are eating too many carbs, too many of the wrong kind of carbs all of the time and that's what's leading to all of this. We also know that saying to people, eat less and exercise more doesn't work, hasn't worked but for a few crazy people like you and me, like gym rats, like to go to the gym for whatever reason but most people that doesn't work and we're very much hard wired to love carbs. They're yummy and they're all around us.

Expecting people to just not eat them isn't working. For me, The goal is to bring foods to market that taste like the carbs that we love but are in fact made out of the stuff that we should be eating, like good proteins, fibers and healthy fats. Know Foods is basically doing that with anything that has to do with bread or that could be made out of flour.

Like the cookies that we're talking about, those cookies are grain and gluten free which is awesome. For the whole paleo community who wants to avoid grains, it's an awesome product but beyond just being grain and gluten free, they're also very low in net carbs. They have no glycemic response so you could eat one of our cookies and not suffer the same metabolic consequences that you would have from eating a normal cookie.

[0:09:04.2] AVH: What is the main flour that's used?

[0:09:06.6] YM: Coconut flour and almond flour. It's just a combination of those two.

[0:09:09.7] AVH: Okay. Then you've got different fiber too like is that inulin-

[0:09:16.0] YM: Nope, we don't use inulin. Inulin or chicory root as it's also known, it actually converts to fructose on shelves so it's not one that I would recommend people using at all. We use allulose if that's what you were thinking about. We use that as our sweetener, that's actually

one of the things that people often get confused about when they see our product and they look at the nutritional label and they see 28 grams of sugar.

Like for example in our cookies. Anyone who knows me knows that I'm a big proponent of the ketogenic diet and you cannot be in ketosis eating 28 grams of sugar, it just wouldn't — that wouldn't work. What's the deal? We're using a sugar called alulose that is very rare and very special in two specific ways.

One, way lower in calories than normal sugars. Normal sugar has four calories per gram, allsweetenersulose has .4. Just a fraction of the calories but even more exciting than that, it has no glycemic response, it's not being converted to glucose.

[0:10:15.1] AVH: This is a plant based?

[0:10:17.2] YM: Yeah, it's found like in dates and maple syrup and figs. It's a naturally occurring sugar that we've been consuming for however long we've been eating these fruits and it has no glycemic response which is pretty amazing.

[0:10:30.1] AVH: How does it stack up compared to stevia which is another plant based sweetener that some people like? Some people don't, some people think there's like a weird after taste with stevia, I actually am kind of okay with it. There's so many natural sweeteners now that are like monk fruit or people just use honey and then there's agave which actually is like worse than sugar.

There's all kinds of — how does alulose stack up compared to the other big natural sweeteners that people are seeing everywhere these days?

[0:11:01.2] YM: In terms of taste, really high. It's amazing in terms of the taste of it and what it does to the food but it also has a property that allows it to be used for baking, much better than most of the other sweeteners that are out there and if you happen to like stevia then I think that's a good sweetener to use but like you said, some people don't. This one seems to be one that's not polarizing at all, people like it.

[0:11:23.6] AVH: Okay. Then where is the – I don't have the – unfortunately do not have a cookie in front of us right now.

[0:11:30.9] YM: Yes we do.

[0:11:31.5] AVH: All right, you got cookies in your pocket? Okay, just for the listeners out there, he is pulling a cookie out of his pocket. Okay, beautiful. Thank you, you're the best. Okay, good, because I have lots of questions. All right. This is a big cookie. This is the only thing I haven't eaten yet because it's new. I haven't had the cookie, I've had everything but the cookie. All right.

Awesome, I have lots of questions now. All right. 18 grams of protein per cookie, love that. 12 grams of fiber, where is the fiber coming from?

[0:11:58.7] YM: You've got a combination, both the almond and coconut flour and then we've got prebiotic fiber in there as well. The prebiotic fiber is like a similar thing to like the either banana or what's the one that like, potato, stuff like that that's like the-

[0:12:16.0] AVH: You thinking of like a resistance starch? Yeah.

[0:12:17.6] YM: Is that what you're thinking about?

[0:12:17.9] AVH: That's what I'm thinking of.

[0:12:18.8] YM: No, fiber is literally just a fiber that you know, your body doesn't digest.

[0:12:24.1] AVH: The reason that we want that is because it what?

[0:12:28.5] YM: It feeds your gut bacteria in a great way. It's a healthy gut type of a product.

[0:12:34.9] AVH: How long, tell us a bit about the process of coming up with this ingredient list because I – when I first got a big package some time last year of all this stuff, I tried a lot of gluten free stuff and I mean, it's getting better, the industry itself is getting better, right? It really is.

[0:12:53.3] YM: It is.

[0:12:53.3] AVH: Bread that tastes like bread now, there's like cookies that are fine, that aren't just like, this is good for a gluten free cookie, there's legit baked goods that are tasty now. This stuff was like real good, you're not even thinking I'm eating a healthier version of something right now, you're just thinking it's delicious.

I really like the bars by the way. Like those breakfast bar things because I just like big, dense — they're so filling. Anyway, what was the creative process behind coming up with the ingredients?

[0:13:23.5] YM: it's an interesting story. Steve, who is the founder of the company was sitting with his wife, having dinner one night, lamenting the fact that the only way to get in shape seemed to be the low carb diet and hated being on a low carb diet, you couldn't imagine why somebody hadn't invented a low carb bread yet.

He's like, "This is crazy, why hasn't somebody invented a low carb bread". He set off on a mission to try and do that and he happened to have a relationship with a culinary chef who he teamed up with and tried to come up with a formula on how to do this and together, they went down the path of using vegetables to try and come up with some sort of a flour and so the first few versions of the bread were green, the first name for the company was actually Green, like green bread believe it or not.

[0:14:10.2] AVH: All right, you could do a little user testing? All right.

[0:14:13.1] YM: Yes. But eventually, they teamed up with a food formulator who introduced them to allulose and the ability to incorporate alulose into the formula that they have already been working with. You have this culinary chef, he's really approaching this from the — it's got to taste amazing, standpoint. Steve being very strict about, it has to have no metabolic impact and then suddenly they find, we can incorporate alulose into this and have this amazing texture that's bread-like and deliver something that tastes amazing, that doesn't have the metabolic consequences.

That's the short version you could say.

[0:14:48.3] AVH: As the sort of marketing person in addition to all of the other things you do, would you say like, are you marketing to — who are you marketing to predominantly? Is it anyone? Anyone who just can't have regular flour, is it keto people, is it health conscious people, is it paleo people. Who-

[0:15:09.2] YM: Did you read the marketing plan?

[0:15:10.1] AVH: Yeah, just like everybody. I guess, was that, you know, a process, like a multi-step process or was it like we just want everybody who is a bit maybe more informed about what's going on in their bodies and doesn't want to go to like get wonder bread, they want something that's a little bit more wholesome? That's basically it?

[0:15:28.0] YM: Yeah, keep in mind it's our first year so the priority from day one in this first year is just really to find the early adopters.

[0:15:37.5] AVH: Get it out there.

[0:15:38.5] YM: People who — we don't have to convince that this is something that should be eating, they've already made a decision for whatever reason to not have gluten in their lives or not have grains in their lives or to have low carbs in their lives.

Who are those people? Certainly the paleo community is a big part of that, the entire low carb keto community is a huge part of it and growing tremendously, we've looked at the cross fit community because there's a lot of correlations between cross fit and paleo. Then of course, anyone that for some health specific reason can't have gluten or carbs or sugar, that's certainly somebody that would benefit from this.

Our initial efforts have been in reaching those communities and those people.

[0:16:19.7] AVH: Okay, your Instagram handle is 'ketohead'. You are obviously into keto, so hot right now, and I have so many — keto comes up on every podcast that I do because it is so hot right now.

[0:16:30.1] YM: It's crazy.

[0:16:31.1] AVH: I have mixed feelings about it, I have like a lot of complaints personally. I mean, look, I know I also probably haven't given it 100% either but I have some misgivings. Not everybody needs to be keto, whatever. Are you somebody who kind of maintains it all the time, do you do it sort of cyclically, how do you do it?

[0:16:50.2] YM: I'll give you my history with keto to begin with. I-

[0:16:53.0] AVH: You weren't keto when you were bodybuilding, were you?

[0:16:55.3] YM: In my mind, I thought I was applying ketogenic principles when I was competing because I correlated being in ketosis with burning fat and so way back when I was getting ready for bodybuilding shows, I would buy keto sticks and try and check whether or not I was in ketosis.

I had some sort of awareness about it but no real idea on how to truly manipulate my macros to get into real ketosis and no real way to measure it because those sticks don't really work. That was whatever, 20 years ago.

Fast forward to about six years ago, while I was working with Quest and it was really cool, the culture that we've created there because on any given day, we have somebody coming over to visit and just hang out with us, that was credible or highly knowledgeable, thought leader in some area. One of those people was Dominic D'Agostino. He came in one day and just turned it upside down on this world. We're thinking about high protein, low carb and how to formulate products with very high protein, very low carb. He made us realize that there's this whole other component, fat, energy and there's all these crazy benefits that can be obtained from getting to ketogenic state.

That was something that suddenly we all jumped into right away. We watched our blood glucose and ketone levels six years ago and try to figure out how to stay in ketosis and be in ketosis. Quest got really deep into it and funded something called keto pet sanctuary where some facility based off free work, terminally ill dogs were brought that had cancer and those dogs were put on ketogenic diets and they had an amazing success rate in terms of treating them, I think one dog was lost of all the dogs there.

The results were so positive that Quest went on to create something called the epigenetics foundation where they did a similar thing with humans. That's what moves on today I believe. I'm not kicked up it but that's kind of how I got into the whole ketogenic diet and how I know how beneficial it truly is, just for my health standpoint.

The longest I've ever been keto is seven months and with no repeats or cheat days or anything like that. I learned a lot in those seven months, I learned, I probably don't need as much protein as I thought I did. I learned that fat as fuel is amazing in certain scenarios but not in others.

Then I also learned that for the long term, I don't need to be keto for the long term.

[0:19:19.3] AVH: Constantly.

[0:19:20.2] YM: Not because, it's actually very sustainable, once you're in ketosis, you kind of the one to get off and you don't want to stop the diet but-

[0:19:29.1] AVH: You don't' want to deal with all the blood sugar crashes and the hunger and all the stuff that comes with being carb dependent.

[0:19:33.0] YM: It's amazing, your pre-occupation with food goes away, your energy levels are very different and not necessarily better but it's a very different kind of energy. From a body composition standpoint and an ex-bodybuilder, it's still something that I think about, you lose muscle mass, you start to lose strength in the gym and you start to lose muscle mass.

For that reason, its' not something that I would do ongoing in the long term. Today, I basically stay in a very low carb, high fat diet, get as much protein as I think I need and then every once

in a while, go into a ketogenic state and do that for your health, you know, benefits. Primarily warding off cancer and that's how I approach it.

[0:20:11.6] AVH: Do you find it's easier to kind of slip in and out of ketosis now that you have done it successfully for so long and know what that feels like, it's less about testing your blood glucose now and more about how you feel like you can just kind of feel it out and be like, all right, I'm going to go on a strip, I'm going to eat some carbs and it will be fine and then for the next week or two, I'm going to go back and be kind of strict keto and I can just feel when I'm back in that groove, is that kind of how you play it now?

[0:20:37.0] YM: Absolutely. Once you become as they refer to as fat adaptive or keto adaptive, it becomes a lot easier to slip in and out of ketosis. Metabolic flexibilities and other terms, springing around a lot. The ability to really be able to run on glucose or run on ketones and be able to go back and forth between the two without having all these side effects come along with it, like the keto fluid for example.

Yes, it's easy to do that or easier I should say but with regard to testing blood, I would say, anyone who has never done this before, definitely do that. Just start doing this and understand really whether or not you're in ketosis and what that feels like. Then today, I don't test blood unless I'm doing an experiment. Sometimes I'll say, "For the next four weeks, I'm going to try something" and then I'll test for those reasons but other than that, nah.

[0:21:22.8] AVH: Yeah, it almost seems like keto makes more sense for the sort of average, none competitive athlete who is looking to improve body composition, get healthier, like you said, stop being so preoccupied with food and the mood swings and the craziness that comes along with carb dependence and all of that kind of stuff. Because I have heard similar responses for people who really enjoy keto and really like getting lean fast and being able to not eat for a while and not be stressed out about it but long term strength and muscle gains start to be lost.

That's something that you're really trying to do but then there's the argument and it's funny because I'm also now reading *The Keto Reset*, I think it's Mark Sisson's new book about keto. You and I, being bodybuilders and that whole, trying to build muscle, and you have to eat to fuel

that, and like, that's actually an age accelerator too, that's like something that you kind of have to consider balancing.

Do you want big muscles that are going to age you a little faster or do you want to fast and eat less and maybe not be quite so swoll but you can live longer.

[0:22:30.8] YM: I've made that compromise in life already. Its more about longevity and I don't need to weigh 220 pounds and be like you know, dead lifting a certain amount of weight, I'm very comfortable with-

[0:22:41.5] AVH: But that's because you've already gone through that phase, right? A lot of people like, there's a lot of probably 20 year old guys out there or and women who are like, you know what? I don't care if I live five years less you know? I want to go out and get jacked and that's cool and then maybe in a decade after that they'll decide that they want to try the keto thing but I guess there is — there are sacrifices either way.

[0:23:01.5] YM: Emma would say that more than ever today, there is so much cool data and findings coming out that will help us figure out how to get jacked and have longevity all at once. I mean, food is amazing. Just the data coming out on fasting for example and the benefits from fasting or the ketogenic diet and all that good stuff.

[0:23:24.9] AVH: I really, I feel like I've done such half hearted versions of keto.

[0:23:30.1] YM: How did you try? What did you do personally?

[0:23:31.4] AVH: Okay. A couple of years ago, it's been probably five years ago now because it was before I got into any bodybuilding stuff. I think I was either keto or very keto adjacent. Not even planning to because I went through a very healthy paleo phase whereby I was eating almost exclusively super high quality, like game meat, avocado, high quality, like cooking fats. Olive oil and coconut oil and greens, that's basically all I ate.

[0:24:05.2] YM: All right.

[0:24:07.7] AVH: I leaned out pretty good, I wasn't stage ready lean but I like leaned out significantly for me and for being a woman, I was like, pretty and felt good. I'd never got into the fasting thing because that wasn't even a conversation in my circles at the time but I was like super low carb, I didn't have to think about it too hard but I just remember, the kind of mood swing, the cravings, for the first time in my life, I could be at work and people were passing around cupcakes and I was like, "No I'm good."

The idea that I could do that was incredible because I'm like, really about that. I really enjoyed it and I felt like it was the only time in my life when I was eating really healthy, without there being so much wanting it. I got to either check my macros or I have to say that this is a bodybuilding diet or follow this plan. I just ate properly and I feel like that was the closest I ever came to keto.

Flash forward, I've done the typical bodybuilding.

[0:24:59.5] YM: How long ago was it by the way?

[0:25:00.6] AVH: That was like about five years ago.

[0:25:01.7] YM: Okay, got it.

[0:25:02.0] AVH: Then I got into- I was doing basically just like, well so then I got into the bodybuilding which is very typical bodybuilding, super low fat, higher carbs and I normally would ever eat. Pretty high protein which I always generally gravitate towards anyway and it worked really well, it just honestly it worked pretty well for me, I love fat and I craved it and I missed it and I remember telling my coach many times like, I will never eat sweet potato again if you just let me have avocado, you know what I mean?

Nope, eat the sweet potato, she was like giving me more carbs than I wanted. But it really was effective, I leaned out very nicely, I didn't really have any metabolic issues, I didn't have any sleep issues, it was fine but of course, post competition, I'd always like lose my mind and just go crazy on the carbs and fat because I wasn't-

[0:25:50.8] YM: Did you have cravings those prep periods?

[0:25:52.5] AVH: You know, not particularly, I laugh at some of my girlfriends because I have like a little bit of a bodybuilding meat head community that all they talk about on social media is like you know, competition brand, they forget where their keys are and they cry every day because they're so tired and they just want to eat cookies. I was never like that, it was not dramatic. I had a coach who was very reasonable as far as these things go, she was never kind of really starving me, I was never super hungry, it was more than monotony of it right? As you well know.

When you're doing three or four months, like very strict eating. I never felt deprived, I just felt like you know, it's a little bit boring and it's a little bit monotonous and you build it up in your head these cravings even if you don't have them because you're thinking, here's an end date and when that end date comes, I can just lose my mind all over a buffet of cookies and cakes.

That's what you'd, whether you even really want to or not. I feel like in my head and I've never really tested this well but I feel like I would do best on a moderate diet of everything. Probably I could bring my protein down some, I could probably bring my fat down a little bit because left my own devices, I'm like crushing fat and I could probably would do okay with like a reasonable amount of carbs. I just feel like for somebody who loves to eat as much as I do.

And is also a smaller person, the high fat thing is a slippery slope for me because I don't want to eat six macadamia nuts and like four ounces of venison. I want to eat like handfuls of macadamia nuts and then a giant avocado on top of a burger.

You know, I guess I feel like if I do lower fat and more moderate of all three macros, I can eat more. I guess sis my feeling. However, I guess you could then argue, if I get fat adaptive and I'm doing it properly, I'm not going to feel like I need to eat a shit load of food because I won't crave it, right?

[0:27:47.5] YM: Yeah, it also depends on how well your insulin works, right? Whether your insulin sensitivity is up or not depends on how well you can handle carbs. You may be very insulin sensitive, you can handle a lot more carbs than other people can, I'm not. I have to be very low carb, and I feel good on very low carb but in terms of the volume of food.

[0:28:08.5] AVH: Real volume person, I really like to eat a lot.

[0:28:10.2] YM: no, I'm the same way, I'm trying to think about how my favorite meal that I eat all day long is like this – I call it a fat bomb salad. It's tons of kale and there's like mac nuts in there and almonds and avocado and I mean, it's big and it's filling and I forget what the macros are on that but it's within my macros but I think yeah, I definitely eat less, I eat less but I'm not thinking about it the way that I used to. That's why I was asking you if you had any cravings because I remember when I used to prep for shows, I would just like, I couldn't even watch TV, every pizza commercial would spin me off into like mouthwatering.

My god, "I can't wait to have pizza again," kind of thing. With this, because I do repeats on the weekends too, sometimes I do a cheat day, sometimes I refeed depending on-

[0:28:55.5] AVH: Okay, what's the difference?

[0:28:57.7] YM: I made all this up by the way but the difference is if I am being very disciplined and very straight, I intentionally want to add carbs in the weekend and so I'll add clean good carbs that I digest well. Rice works really well for me for whatever reason.

[0:29:09.6] AVH: Rice too, so what would be a typical macro breakdown be for you during the week and then on the re-feed day?

[0:29:16.5] YM: Okay, yeah so during the week I am less than 25 grams of carbs per day and I am not even thinking about protein. I'm probably getting somewhere around a 180 to 200 grams of protein a day which is in the hindsight and then-

[0:29:30.8] AVH: That's like for keto, that is pretty high because normal place.

[0:29:32.7] YM: But I am not keto all the time. So most of the time I'm low carb high fat and then I'm eating as much protein as I feel I need and so some days it goes to maybe up to 200 grams, other days it's maybe a hundred grams. It depends whether it's a training day or whether I feel I

need or not but the carbs are the things that I primarily watch. So I don't have this go above 25 grams a day no matter what and then on the weekends, I do eat carbs.

And so a re-feed day would be good clean carbs of the beans and rice. I will eat a lot of fruits with yoghurt and honey, all things that are good gut biome type of foods but then also spike all the hormones back and resets all the hormones and into place. If I want to do a cheat day when I am not really being disciplined is when I enjoy life, it's pizza and ice cream.

[0:30:18.9] AVH: But again, this is something that you can do now because you were strict keto for so long that you have a better sense of how your body reacts to this. Like I am just starting to try keto, I'm not going to be immediately like, "Well I am going to be keto through the week and then do some high carbs on the weekend" right? That is not going to cut it because you are then out of ketosis and it can take three, four, five, seven days to even get back into it right?

[0:30:44.3] YM: That's correct and so when I am — for the majority of the year, I would be not in ketosis. I'm pretty sure that I am converting a lot of foods that I am consuming to glucose and so it is keeping me out of ketosis but I am not consuming highly any carbs and so for me, carbs cause inflammation, they cause cravings, spike blood sugar levels and create hunger etcetera, etcetera and so for that, I'm still keeping all of that stuff very low. What was your question though? I already lost my train of thought.

[0:31:13.2] AVH: I mean I guess, what is the difference between cheat day and a re-feed but-

[0:31:18.6] YM: Oh for somebody starting no, you would definitely — to truly start to do this right, I would recommend at least one day of fasting. Ideally three pitch in a sense crazy thought of people but one day of fasting would be amazing to start, to kick it off. Just think about it, you need to switch-

[0:31:35.0] AVH: Well what about if somebody is used to eating four or five times a day and oatmeal and cookies and carbs and stuff and you're like, "Don't eat for a day" what? The murder rate would go up. Come on.

[0:31:45.6] YM: You will learn a lot about yourself that day.

[0:31:49.2] AVH: I guess so.

[0:31:50.1] YM: Specifically what true hunger really is, when people think they're too hungry they're just craving stuff. The first time I ever did a three day fast, it was amazing to-

[0:31:57.4] AVH: And it was just water.

[0:31:58.5] YM: Just water yeah, a real fast. None of these juice fast that is actually counterproductive.

[0:32:03.7] AVH: Yes because it was good pure sugar in it.

[0:32:05.5] YM: Pure sugar into your body, I don't understand why people do that but you don't have to do that but ideally, if you did you'd have an easier time transitioning because what you are doing during that fast is burning off whatever glucose you still have in your system. So that your body is then forced to go into ketosis which is it's natural state when you run out of glucose. That naturally happens so.

[0:32:27.0] AVH: And then you are talking to me, so I am saying, "All right Yemeni I am doing this" I am doing this the right way, I'm going to go full asset no half asset, start with one day fast and then how long do I have to be say because everything I read is solidly under 50 grams of carbs a day. Do you think that is still too high?

[0:32:48.5] YM: The answer is it depends on everybody. You might be able to get away with more, if you have more insulin than I am. So that's why I say it's very important to start checking your blood glucose. Do it twice a day to start with and then you'll figure it out from there but you can start with 50 and if for whatever reason you're still not getting into ketosis, at that point you can look at your overall macros and see okay, maybe I can bring my protein down.

You have to make decisions at that point, what do I want to bring down my protein or my carbs? And I played around with this enough to get my protein down to it was 95 grams of protein a day which was super low for me. Once it went below that, I was not recovering at all from workout.

So I found my absolute the lowest that I can go on protein and so then I found that I need to get my carbs down to 25 grams for the most part.

[0:33:34.0] AVH: And then you'd say whatever — you find your sweet spot and then you need to hang out there for what, a minimum of months?

[0:33:41.4] YM: Four weeks.

[0:33:42.5] AVH: Four weeks, okay. Are you at all concerned when people are going straight to keto with micronutrient issues because people are no longer eating as many vegetables certainly not as many fruits? I know it was no essential carbohydrate but if I decide that my ideal keto diet is literary eggs and pork and avocado and maybe a little bit of kale, I am missing out probably on a lot of maybe-

[0:34:08.8] YM: Yeah, I don't advocate that at all. It will be effective in getting you into ketosis certainly but you are going to miss out and that's under nutrition which is again why I re-feed in the weekends and I intentionally bring all of those foods into my diet, fruits, legumes which I may not be normally eating and some of the carbs that I normally wouldn't eat.

[0:34:28.3] AVH: But throughout the week are you able to get any vegetable? I mean it's basically leafy greens essentially, what kind of veggies are good to go on a keto diet generally?

[0:34:38.8] YM: Pretty much all vegetables are good to go. So you can go with what are your favorites are. For me, I love making a kale salad with all kinds of stuff in there, it's got macadamia nuts. Do you know what Marcona almonds are?

[0:34:52.6] AVH: Delish.

[0:34:53.1] YM: I like to get the truffle Marcona almonds from Trader Joe's, they're so good.

[0:34:57.1] AVH: What about pili nuts, are you into those?

[0:34:59.3] YM: Oh yes, pili nuts they're amazing. They're probably have the best macros I think of all the nuts that are out there. So those make their way in there often but it's a big salad that has a ton of Kale in there and —

[0:35:11.0] AVH: Greens like broccoli, cauliflower.

[0:35:13.7] YM: Brussel sprouts are the other one that I put in there as well but yes broccoli for sure.

[0:35:16.5] AVH: All that stuff, asparagus all the good green stuff okay and how are you training these days if you are not actively body building anymore, where are you? I mean not just because you are competing so what do your workouts look like?

[0:35:28.6] YM: I have a boring workout routine that I've used for so long but it just works for me. I switch up the intensity but not really the split and it is just a four day week split where I train Mondays and Tuesdays, I rest Wednesday and then again Thursday and Friday and I will take the weekend off. So I am taking weekends off. Mondays and Tuesdays I do add some biceps that used to be my favorite workout until I tore my pec two years ago. So now it's kind of like —

[0:35:56.3] AVH: How did you tear it just over them in.

[0:35:57.9] YM: Bench pressing.

[0:35:58.6] AVH: Yeah, I don't do it.

[0:35:59.4] YM: Yes, I thought four years I would get away with it. My day came but you know what? I actually attribute the tear to a vitamin D deficiency. We'll bring it back to vitamin D later but anyway, so day one is biceps and triceps. Day two is all legs and then rest because after a crazy leg workout you need a rest day and then day three is shoulders and triceps. Day four is back and then the weekend off of weight training.

[0:36:27.5] AVH: And those days are you still trying to get your steps in, be inactive or you don't really care? You're like, "I'll chill and do nothing"?

[0:36:34.9] YM: On rest days so I am lucky enough to live by the beach, on the beach so I am walking on the sand all the time. So I'm not intentionally trying to do cardio. I hate cardio to be honest with you from the years of competitive body building and the hours and hours that I've put into it –

[0:36:53.1] AVH: Mindless cardio yeah, I hear you.

[0:36:54.7] YM: Oh god on treadmills and steady mills so I hate doing that and I used to need to do a ton of cardio just to be lean. It was crazy until I realized okay, I could actually change. They were my macros and I should be way leaner and do no cardio but I will walk on the beach as much as I can. Other than that it is just the weight training.

[0:37:11.6] AVH: Right but it's so interesting you still do sort of a body building approach too. You are still doing conda split, the upper body, the lower body stuff and is it the same exercise like leg day you are squatting you're doing? Is it all the screws that go in and play around with however you feel?

[0:37:28.3] YM: I'm totally old school so yeah, legs would be — like anything in life I start with the things I enjoy least first and I get a lot of the way and by the way, take that unfortunately everything so I do calves first because if I leave that to the end I am not going to do calves. So I start with calves then the hamstrings and then the quads. I love squatting so that's the last thing I do for the workout.

[0:37:50.1] AVH: Okay and what do you do for recovery like active not just not working out but what do you do to recover and feel good and is there any meditation stuff, do you go to the sauna, what kind of stuff in that way do you push yourself?

[0:38:06.6] YM: All kinds of stuff actually. So I have a pretty set routine every morning. I'm an early riser, even if I go to bed super late unfortunately I wake up at 4:30 every morning no matter what but I need to get up that early anyway because I've got a crazy day ahead of me.

So there is a lot that I try to cram in before my work day starts. So in the morning I'll cram in my mediation session, a journal, I do some yoga, I do some fun rolling. I'll get my workout in and then I'll get my workday started.

[0:38:33.5] AVH: So you do a lot of self-care stuff every day even the journaling thing which is something I've just started but I used to scuff out a little bit even as a writer and I used to journal as a younger person all the time and I was like, "Journaling? Come on, that's people who read The Secret," like journaling but every successful person wrote a journal. So I had to get over myself a little bit and I loved it.

[0:38:57.9] YM: It works tremendously to help me sort through my thoughts. So I can organize my thoughts how I think about something, my opinion on something, my reflection on something that may have had happened, putting that on paper and as you know as a writer, you can just organize your thoughts much better.

[0:39:13.5] AVH: And you are doing yoga and stretching and fun rolling and stuff pretty much daily then?

[0:39:18.9] YM: Yeah, that is a daily thing. So through my 20's I competed as a body builder. I felt invincible and when you are young, you pretty much are invincible. In my 30's it all caught up to me and I think both the relentless weight training, heavy crazy workouts, nonstop coupled with not a great diet to be honest with you. I mean I didn't quite understand the impact gluten had on my body at the time. It took me a long time to figure that part of it out.

And so through my 30's I felt old. I couldn't even move, I felt like it had all caught up to me. Fast forward to now in my 40's I feel like I am back in my 20's. I am full of energy, I don't have any aches and pains anymore which is amazing. I used to literally walk around like an old man because my hips are hurting and my knee is hurting. All that stuff went away when I figured out how to get gluten out and then more importantly how to play around the ketogenic diet just for anti-inflammatory benefits I did it alone, they are working.

[0:40:15.7] AVH: I think the inflammation thing is a really key part of it at least for me personally. I don't feel like I have any particular sensitivities to most foods like I think some people like to

throw around the whole, “Oh celiac or I’m intolerant to this and that” and I frankly can eat gluten and be pretty okay other than I feel guilty and get fat if I eat a lot of it but I mean nobody feels awesome. Most people will feel awesome eating gluten but it doesn’t really bother me too much.

And I have done a lot of these genetic testing things that are like you actually, carry the gene to you can have dairy and I’m like, yeah. So I crush that but I mean-

[0:40:55.3] YM: Me too, yay, thank God I can have dairy.

[0:40:56.8] AVH: Dairy is the best, I know thank goodness at least that but I don’t know, I think the inflammation I actually have done some test and stuff that I think I have an issue with something like a free radicals like I have a problem healing from it. If I would get more inflamed maybe than the average person from training and so I have to work extra against that and I am not doing enough proactively and that’s why what you are saying is inspiring me that it’s-

Again I use that as an excuse. I’m like, “Look I want to workout. I want to be fit. I love the gym that’s my priorities, I’m going to do that for an hour every day and not feel guilty” but the time that that takes but I don’t have an extra 15 to roll out and stretch and move my body and do mobility stuff. It is like you are saying that’s going to catch up with me. It already is because I can’t zip up my own dress because I’m so tight but I need to make that a priority just like you make the gym a priority.

Just like you prepping your food and cooking at home a priority, it’s important stuff and it doesn’t take — it’s not such a huge time during if you make it a part of your everyday like a little bit every day, right?

[0:42:05.4] YM: Literally make it a habit. So habits are the one thing that I learned early on. You can have really crummy habits, you can have really good habits and there is actually a way to install habits and to uninstall bad habits. A lot of good books out there to read on that good stuff but once it becomes a good habit like for me, it’s really weird. So habits are triggered by certain things and so if I am out of my element, all those good habits really go out the window very, very fast.

So when I'm traveling like right now, I have to create other triggers that keep me on track with my normal morning routine so that's a big part of it. So that it becomes effortless otherwise, every time you have to do it your like, "Ugh I have to go do this. Oh I don't want to have to do this" if it becomes a habit you know you're not even thinking about it. You are just doing it.

[0:42:50.0] AVH: Yeah, it is like taking the choice away which a lot of people kind of the knee jerk reaction is like, "Well I don't want to" you know? I always have a choice, I don't want to make something like I have to do it but people get decision fatigue but if you do it every day what I tell a lot of my friends especially with the gym like "I don't know what workout I want to do" I normally feel good and I will go to the gym maybe too much frankly.

But if I go five days a week, it's not even a question. I just go because it is a part of my life and I just need to prioritize mobility and stretching and relaxation and meditation the same way and then it goes for everything. It's for eating or sleeping or all of these things.

[0:43:26.6] YM: Do it now while you have a choice. For me ultimately it became not a choice because there was a point where I couldn't even train. Everything hurts so badly that I'm like, "I can't even go to the gym right now" some things got to work, something has got to be fixed here. So I ended up having for the time and do it.

[0:43:39.8] AVH: So just suck it up. If it's important to you, you'll figure it out. All right, back to keto because we could go off on body building tangents forever. All right, so I've got some hard hitting questions for you because I am looking in the nutrition box right now. The front of this package says four net carbs.

[0:43:57.9] YM: Yes.

[0:43:58.4] AVH: The back says 42 grams of carbohydrates in this cookie, explain.

[0:44:04.1] YM: Okay, so first let's talk about what net carbs are just to make sure that everybody understand what we mean when we say that. Net carbs are something that's mainly important to anyone that is interested in reducing the amount of carbs or consuming. Like for

example, you are in a ketogenic diet and so to take a ketogenic diet as an example, what you are trying to do is eat so few carbs that your body cannot use that as fuel.

And instead it has to use fat for fuel and so what a net carb is the carbs that can actually be converted to glucose and be used as fuel. So this cookie-

[0:44:40.5] AVH: Usable carbs are net carbs.

[0:44:42.7] YM: Correct. Carbs that have some sort of glycemic response because for your body to use them you have to use insulin. So this cookie, this giant cookie happens to have four net carbs which is really low for something that big. I tried to keep my carbs under 25 grams per day, 25 net carbs per day. So I can eat three of these and still be well within that.

[0:45:03.1] AVH: This is literary bigger than my hand.

[0:45:05.0] YM: So 114 gram cookies so how do we get there right is your question. So how do we go from 42 down to all the way four so-

[0:45:12.1] AVH: Yeah the fiber is part of it right?

[0:45:13.8] YM: One thing that I have not done a good job yet as a marketer for this company is redesign this packaging so that this little explanation isn't hidden here behind the fold.

[0:45:22.9] AVH: Okay, got it.

[0:45:24.0] YM: So here we basically break it down. So there is 42 grams of carbs of that 26 grams are allulose. We talked about that earlier so-

[0:45:31.0] AVH: That's a plant based sweetener.

[0:45:32.5] YM: Right which is a sugar that is not going to have a glycemic response or be converted to glucose and then 12 grams of actual fiber which we talked about before. When you

add those two and you subtract them from the 42, you are left with four grams of carbs that are actually usable or carbs that are converted to glucose. So that's how we get to four.

[0:45:50.6] AVH: Okay and this is not a diet cookie. It still has four 395, 400 calories that's round up and 32 grams of fat and I mean your entire product line is not all giant cookies. You have a lot, actually talk about it, talk about the product line. Tell us what do you have because I have tried most of it and it's all delicious but there is a lot like little mini muffins for people who can't have 32 grams of fat per serving of a cookie. So yeah, talk to us about that.

[0:46:21.1] YM: It is a very broad line and as I mentioned earlier, the goal is to bring as many foods to the store that mimic carbs, that tastes like carbs but are in fact protein fibers and healthy fats and that is one important thing to underscore. We are really using minimal ingredients that are real foods that you basically are finding in your kitchen pantry but the rest of the product line there's a lot of really cool stuff and one of my favorite products that we have and perhaps the closest thing to its junk food counterpart meaning like you probably you could take it or not really care are the waffles.

[0:46:52.1] AVH: Oh yeah, those waffles. So good.

[0:46:53.9] YM: The waffles are ridiculous they're –

[0:46:55.2] AVH: Everything has chocolate chips in it which makes me so happy.

[0:46:58.3] YM: We have a plain version too by the way.

[0:46:59.7] AVH: Yeah, who cares about those? I mean when you can get waffles with chocolate chips why would you not anyway.

[0:47:05.4] YM: And then of course, you don't want to eat waffles with syrup so we make our own syrup and the syrup is amazing. It really reminds of my Sara. I hadn't had syrup I think since I was a kid to be honest with you because I just don't eat sugar. I tried ours, instantly brought me right back to having pancakes as a kid with like the inch of my syrup in any case.

[0:47:26.0] **AVH:** I got to try that because I'm Canadian so I know about maple syrup.

[0:47:30.3] **YM:** Your feedback.

[0:47:31.2] **AVH:** I'm discerning, yeah.

[0:47:32.1] **YM:** Your feedback would be very valuable.

[0:47:33.3] **AVH:** Okay, good, all right.

[0:47:34.7] **YM:** Then we have a whole bunch of other stuff, wraps so you can wrap all kinds of things in there from like a breakfast burrito to tacos or whatever. We have muffins, we have cupcakes, we have bread slices which is one of my favorite things so you can do all kinds of things with those, you can make panini sandwiches, you can make ham and cheese sandwiches like on a scale at which I've done before.

We have burger buns so for all of you out there who have been eating protein burgers without the bun, you can have a bun in your burger again and what else, I'm sure I'm forgetting - croutons, if you want to put croutons in your salad, these of course would be gluten free, grain free, low carb croutons.

We just launched something that might seem a little bit of a one off for the brand but they are so darn good, marshmallows. You know, I have samples for you Liz. Imagine like a chocolate vanilla or marshmallow. Again, no sugar, taste delicious and you can do all kinds of things with it.

[0:48:32.4] **AVH:** Okay, the newest things are the cookies and the marshmallows which obviously now I'm thinking about ways to put those together in one.

[0:48:38.6] **YM:** Yes, of course.

[0:48:39.7] AVH: Put that in the microwave. Anyway. Then I saw also that you guys as part of your expansion, you are putting like – because you should be refrigerated, most of the products should be refrigerated, is that correct or not?

[0:48:49.8] YM: We have two types of products, we have perishable products so you have to keep either frozen which gives them like a full year of shelf life or in your refrigerator where you'll have a few weeks. Or shelf stable. The cookies are shelf stable. These have six months of shelf life.

[0:49:03.7] AVH: Okay. I saw on social media that you guys are kind of starting to put like fridges and some different spats. Talk about that.

[0:49:12.5] YM: Yeah, a lot of the specialty stores that we do business with don't have the ability to sell frozen products and so for them to be able to sell frozen waffle, they'd have to have frozen refrigerator, whatever, they don't have that. We've created this really cool little frozen bunker, that's what we call them, this pop up all over the place like your local health food stores and gyms and that kind of stuff.

They're going to be filled with like our bestselling stuff, like the waffles and the cupcakes.

[0:49:39.3] AVH: Those are the bestselling, waffles, cupcakes, probably these cookies now.

[0:49:44.1] YM: The cookies are by far number one. Those are like on fire right now, in fact I apologize to anyone that has not gotten their order, we're behind on a few of those.

[0:49:51.6] AVH: Okay.

[0:49:52.3] YM: Because we're selling so great but there's more coming but after the cookies, waffles for sure, the wraps believe it or not are like super pumped, they're so versatile, we could do cool things with them.

[0:50:03.2] AVH: People like eating things like in pocket form, you know what I mean? Holding it in their hand and yeah.

[0:50:08.1] YM: But you said you like the bars, you know what? People pull me aside all the time and say, “The bars, we really like the bars.”

[0:50:14.0] AVH: So good, they’re really good and they’re like – they’re filling, that’s one thing I like about these things too. They’re dense in a good way. Yeah. Where are some of the places, I know obviously folks can go online to get them but what are some of the stores and spots like the big guys that you can find them though?

[0:50:30.4] YM: We started our launch primarily online. Of course you can find them on our website, you can get all of our products on amazon, amazon prime, they’re fresh. All the perishable stuff, do a really good job of shipping everything nicely packed and insulated. That’s an option.

[0:50:46.1] AVH: Okay.

[0:50:46.8] YM: Then at retail, we’re just on the process of starting our retail rollout but before the end of the year, if you’re either in LA or New York, you’ll see us in 7/11 stores, then of course, most in stores will have the product if they don’t already have it. Cookies on shelf or the bunker with all the frozen products.

[0:51:05.8] AVH: That’s exciting. 7/11, now there’s no excuse to be eating like whatever those nightmare things, like corndog, they’re just like sitting on the heater forever. I don’t know, I don’t go into a 7/11, I just know about the slurpies and scary.

[0:51:20.6] YM: Yeah, no.

[0:51:21.9] AVH: The good stuff.

[0:51:22.9] YM: There is some metabolic disasters there. We have an alternative now.

[0:51:26.5] AVH: You were going to very kindly give our listeners a discount code, right?

[0:51:32.2] YM: Yes, thank you for reminding us, let me pull it up right here. All right, anyone who wants to try it, any of our products, go to our website, knowfoods.com, when it ask you for a promo code, you can type in kfpmr20 to get a 20% off discount on any of the products.

[0:51:49.8] AVH: Awesome.

[0:51:50.4] YM: It's again, kfpmr20.

[0:51:55.8] AVH: And we'll put that in the shownotes and put that in writing too so that people can find it. I feel like we could go on forever but maybe we'll have to have you on for like part two.

[0:52:05.2] YM: Anytime, this is great.

[0:52:05.8] AVH: Talk some more because this is awesome but congratulations on, I mean, for this to be as new as it is, and growing as fast as it is and getting the response that it is, obviously, you have like hit a cord with people and you're doing something that you're giving us something that we want, right? That's pretty big deal.

[0:52:21.4] YM: We want to have our cake in 182, right?

[0:52:23.2] AVH: Damn right.

[0:52:23.7] YM: I'm trying to finally do that. If you guys want to check every Monday at noon, pacific time, 3:00 eastern time, we do a facebook live on our facebook page and we talk about basic nutrition stuff, what are net carbs, is fat good or bad for you, why that should be okay, what is alulose, all this stuff, we cover all that. Feel free to check that out.

[0:52:45.2] AVH: And check out on Instagram where?

[0:52:47.6] YM: Keto_head.

[0:52:50.4] **AVH:** Maybe when I come over to the left coast, I can come on one of your Little Life, things on Facebook.

[0:52:57.7] **YM:** That would be so cool.

[0:52:59.2] **AVH:** Maybe one day I could be like your guinea pig for how to actually be like keto and stop just complaining about it, because I've done a lot of complaining about it and not a lot to like doing it.

[0:53:07.4] **YM:** Let's just commit to it right now.

[0:53:11.9] **AVH:** Okay, well maybe we'll talk about that a little offline and get back on social media and see. But I'm really getting there, I'm almost there.

[0:53:19.6] **YM:** All right, do it.

[0:53:20.8] **AVH:** All right Yemeni, thank you very much for your time.

[0:53:22.6] **YM:** It's my pleasure, thank you.

[0:53:23.7] **AVH:** All right.

[END OF INTERVIEW]

[0:53:28.1] **AVH:** All right, thanks everybody for listening. If you've tried any know foods product, hit me up, @paleomagazine or on Instagram @themusclemaven and let me know what you think. I'm just going to throw this out there but with the recent podcast with Mark Sisson about his new book, *The Keto Reset Diet* and now talking with Yemeni, I really think it's time that I do the whole scientific thing and really give keto a go for a bit.

Not just eating high fat for a while which I have done but really measuring and paying attention and seeing how I feel as a woman and as an athlete and as someone who loves to eat. I think I'm going to give it a try, I'll post some stuff on social media when that gets started so you can

follow along at the muscle maven if you're interested. I just think it's – especially with Mark Sisson's book where he kind of has a softer approach in that you don't have to be keto forever and always, you can do it as a means to an end to maybe lose a little bit of weight, become fat adapted to feel good and then you can kind of cycle in and out.

I like that idea so anyway, going to give it a shot I think and Yemeni, if this goes south and I binge like crazy on macadamia nuts, it's your fault, I'm just calling it now. Anyway, if you enjoyed this podcast, I would love for you to head over to iTunes and leave a quick review for me, not sure if you noticed but we were named by Mark Sisson on Mark's Daily Apple as one of the top health podcast for 2018.

Which is so exciting and I'm so thankful for it, it's awesome. I've received a lot of really great, supportive messages on social media and I really appreciate everyone who takes the time to listen and comment and tell me that they enjoyed it because I know that that takes time out of your day and I really appreciate it.

But, if you would take just another minute out of your day to comment officially on iTunes, it will make a big difference because it allows more people to hear the podcast. That's that, do your thing folks and next week, we are talking to Dr. Joseph Mercola, he's a natural medicine doctor with a number of New York Times bestselling books and one of the most popular health websites on the internet.

His most recent book, fat for fuel talks about a high fat, low carb strategy to preventing and treating diseases like cancer. Stay tuned for that next week and thanks for listening.

[OUTRO]

[0:55:45.8] AV: Paleo Magazine Radio is brought to you by the Paleo Media Group and is produced by We Edit Podcasts. Our show music features the song *Light It Up*, by Morgan Heritage and Jo Mersa Marley, and on behalf of everyone at Paleo Magazine, thank you for listening.

[END]