BUILD YOUR PLATE

based on Always Hungry?: Conquer Cravings, Retrain Your Fat Cells, and Lose Weight Permanently by David Ludwig MD, PhD

- No tropical or dried fruit.
- No starchy vegetables like sweet potato, winter squash, peas or beets. (Spaghetti squash is okay.) Refer to Appendix A for foods by phase.
- No alcohol until Phase 2.
- No grains, potatoes, or other simple carbohydrates.
- No sugar or sweeteners of any kind, whether natural or artificial, other than up to 1 ounce daily of 70% or higher chocolate.

**start with PROTEIN**

**HOW MUCH?**

- 4-6 ounces meat or fish
- 3 eggs*
- 1 ounce protein powder
- about 4 ounces seitan
- 4-6 ounces tempeh or tofu*

*These are lower protein/higher fat items that might need additional protein such as 1/2 cup Greek yogurt, 1/2 cup beans, 1 oz cheese, or 2 tbsp nuts or nut butter.

**add FAT**

*If your protein sources include cheese, nuts/seeds, or nut butter, or if your meat is very high fat like lamb, do not add any additional fat.

*If your protein sources include egg tempeh or tofu, use the lower amount of added fat.

**HOW MUCH?**

- FOR LOWER FATTY LEAN PROTEINS add:
  - dressings and sauces (2-4 tablespoons)
  - oils (1-2 tablespoons)
  - heavy cream or canned coconut milk (3-4 tablespoons)
  - nuts or nut butter (2-3 tablespoons)
  - 1/2 avocado

- FOR HIGHER FAT PROTEINS add:
  - dressings and sauces (1-2 tablespoons)
  - oils (up to 1 tablespoon)
  - heavy cream or canned coconut milk (1-3 tablespoons)
  - nuts or nut butter (1-2 tablespoons)
  - 1/4 avocado

**add NON-STARCHY CARBOHYDRATE**

(if your meal doesn’t already include beans)

1/2 cup of beans or 1 cup bean soup
OR
1 cup fruit (non-tropical)**
OR
1 cup vegetable soup

**see pages 112-113 for fruit list by phase

**add UNLIMITED NON-STARCHY VEGGIES

- salad
- greens
- peppers
- onions
- broccoli
- brussel sprouts
- carrots
- cabbage
- kale
- spinach
- celery
- tomatoes — for full list, see book pages 111-112

**INCLUDE AS MANY AS YOU LIKE**

- Eat until you no longer feel hungry, but not stuffed.
- Try to eat without distraction (TV, phone time etc.), so that you can be more in tune with your feelings of hunger and satiety. Take your time and savor your meal—not only will it be more pleasurable that way, it will also allow enough time for that “full” signal to reach your brain.
- Eat around the plate (a little bit of everything as you go).
- Even if you don’t finish, you will still maintain the desired results.