

## Sugar Challenge FAQ's



**Welcome to the first step to reducing your sugar intake and putting the energy back into your life**

If you haven't already got a copy of the Kick Sugar book you can get it here:

<https://amzn.to/2E6SOMR>

### **Accountability is key if you want to kick sugar!**

Tell your friends, family and work colleagues that you are starting the 14-Day sugar challenge. Post it on your social media with the hashtag #kicksugarchallenge for extra motivation. The more people that know you're taking on the challenge, the more it will push you to stick to it.

You can join our Facebook group for help and support from a group of like-minded individuals and professionals:

<https://www.facebook.com/groups/kicksugarcommunity/>

You can also set up a WhatsApp group to share recipes and photographs, boost motivation and help each other with tips and advice.

### **Do I need to buy special foods that are not available at the supermarket?**

No, all the recipes involve ingredients that your local supermarket should stock.

### **If you are doing the challenge at work**

Try and prep your food on a Sunday to have to bring into work each day so you are not having to cook every evening. Alternatively, try and pre-order healthy lunches to be delivered to work. Watch those sauces, as they often have hidden sugar. Some companies give discounts for large orders- you will be ordering 10 days' worth of lunches!

### **Is it going to be affordable?**

Yes. We have carefully planned the recipes so that they will be more cost effective than takeaways or having ready meals. They will also be more filling and much more delicious!

### **Can my whole family join in or is it just for adults?**

Yes. All the recipes are devised for two people, but they can easily be increased for larger families. We encourage you to all eat together. The challenge is great fun for children too. Let them know that you're getting involved in the challenge and it may just teach them a thing or two about sugar consumption!

### **Do I need to buy a lot of special equipment?**

No. We have a list of simple kitchen essentials that you will most likely already have in your kitchen.

The recipes in this book were devised with the help of two professional chefs Katie and Giancarlo Caldesi. Along with the help of nutritionist Jenny Phillips, they will help you discover the joy of real food once more.

### **What happens after the two weeks?**

This is not supposed to be just another fad diet, but a plan to gives you the knowledge and skills you need to incorporate a new way of eating into your daily life. Your dietary changes need to be tailored to you and your family's lifestyle in order to keep it up long term. There will be an element of long-term behavioural change necessary, as we discussed, regarding how you reward yourself.

We recommend slowly introducing selected foods that you may have missed, one at a time, while listening to your body. We do not suggest just going back to your old diet after all your hard work. It is ok to have sugar in moderation, as long as it is part of a balance diet and you know you are eating it!

Reboot your health, your energy levels and your taste buds by kicking sugar today.

[#KickSugarChallenge](#)