



bistroMD
[MEDIA KIT]



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Company Overview



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breakfast

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Company Background

BistroMD was created out of co-founder, Dr. Caroline Cederquist's real-life experience working with patients who struggle to lose weight and keep it off. For many of her patients, weight was easy to gain but very hard to lose. Many people fall into this category, but without understanding the mechanisms behind how you've gained weight, it can be very difficult to treat and cure the underlying metabolic condition that is causing the weight gain. Once the underlying metabolic condition is identified, the only way to empower busy people to stick with a diet is if it is easy to implement and tastes good.

Oftentimes, people who are beginning a weight loss journey don't have the time, energy, or knowledge to lose weight on their own. That's where bistroMD comes in – we take the hard work out of eating healthy.

BistroMD was created in 2005 with a mission to solve the healthy eating problem identified by Dr. Cederquist. Before bistroMD, other weight management programs were significantly lacking in many facets. The information available was scattered, the freeze-dried health meals were less than appetizing or satisfying both in taste and portion size, and there was little to no guidance during or after the patient's weight loss journey. In tandem with Dr. Cederquist, her husband and bistroMD co-founder Ed Cederquist made it their mission to make a healthy and delicious diet meal delivery service following Dr. Cederquist's nutritional foundation. When creating any new meal, they

always asked themselves, "would we eat this at our own dinner table?" Because of this commitment to quality and wellness, bistroMD is consistently recognized for having the best tasting food among other diet delivery programs. Many of our customers are converts from other big-named weight loss services. BistroMD's award-winning chefs are recruited from the best culinary schools in the country, including Johnson & Wales and The Culinary Institute of America. Our chefs are dedicated to the Cederquists' motto that taste and health can go hand-in-hand, which inspires the unrivaled level of quality bistroMD offers its members. Even though obesity has unfortunately become part of mainstream America,

bistroMD believes that we can fight against it by giving people the tools they need to learn how to care for themselves. In addition to our healthy and delicious meals, bistroMD offers free dietitian support to every member. All bistroMD Registered Dietitians are trained personally by Dr. Cederquist and are an excellent resource for guidance during and after the member's weight loss journey. BistroMD also has a "Members Only" Facebook Group where people can find support, encouragement, and celebrate their success as they work to achieve their goal of getting healthy. This complete lifestyle makeover is what bistroMD hopes will generate a major difference.



we plan



we shop



we cook



you enjoy

Our **Mission**

We believe in using *food as medicine*

And we use it to help you reset your metabolism and turn it into a fat-burning machine.


Dr. Cederquist began her revolutionary study of metabolism and its effect on weight gain many years ago when she noticed her patients struggling to lose weight on their own without results. She realized it was not their fault. It was their metabolism working against them.

By committing to the bistroMD program, you can reverse metabolism dysfunction. Your new metabolism will not only provide one of the tools to achieve long-term weight loss, but improve your quality of life.

If you've found that your weight loss resolution has failed year over year & weight is easy to gain but hard to lose; it could be due to more than a lack of will power or busy schedules! It could be your metabolism has changed and is impacting your weight. If you suffer from Metabolism Dysfunction, it's even more important to make a plan to commit to a new lifestyle and stay motivated to stick with it.

My goal with bistroMD is to provide members the opportunity to achieve and maintain their personal weight goal once and for all. As with my patients, I urge you to be realistic, hold yourself accountable, and believe in yourself.

To your health & wellbeing,



Caroline J. Cederquist, M.D.

Board Certified - Bariatric & Family Physician





BistroMD is a subscription service that provides ready-to-eat, gourmet meals, specifically designed for optimal weight loss and long-term weight management. Founded in 2005 by physician, Dr. Caroline Cederquist, bistroMD is consistently ranked #1 in diet meal delivery. Operating with the belief that “food is medicine,” it is bistroMD’s passion to provide consumers with delicious, good-for-you food to cure their weight-related ailments. BistroMD’s meal programs allow for customization and they can accommodate special dietary needs including gluten free, heart healthy, diabetic, and low sodium diets. With over 150 meals to choose from, bistroMD is the best weight loss program for individuals who are looking to lose weight but do not want to compromise on good quality food. For more information about bistroMD, please visit bistromd.com.



Silver Cuisine is an a la carte service that provides ready-to-eat, gourmet meals, specifically designed to meet the health and nutritional needs of people aged 50 plus. Silver Cuisine helps caregivers by providing a simple, healthy, and compassionate meal delivery service that gives their loved ones the freedom to retain their independence as they age. Recognized by U.S. News & World Report as one of the Top Meal Delivery Services for Seniors, Silver Cuisine improves the quality of life for homebound seniors and those people aged 50 plus, who prefer convenience and healthy choices. For more information about Silver Cuisine, please visit silvercuisine.com.



Balance by bistroMD is an a la carte service that provides ready-to-eat, gourmet meals, specifically designed for health-conscious individuals, whether their goal is weight loss, weight management, fitness, or other specialty dietary needs. It was the first meal delivery service to offer consumers chef-prepared, doctor-approved meals, with no minimums, memberships, or recurring orders. Powered by the science of bistroMD, Balance by bistroMD is the best meal delivery service for those who are looking to regain a bit more balance and flexibility in their daily diet. For more information about Balance by bistroMD, please visit mybalance.meals.com.



BistroMD EATS is a high-protein snack program designed for optimal weight loss and long-term weight management. Powered by the science of bistroMD, EATS uses high-quality protein and fiber to create snacks that are perfectly balanced and portion controlled. Snacking is a powerful weight loss tool that not only keeps consumers satisfied between meals, but also keeps their metabolism revved, blood sugar stable, and fat burning. EATS is an acronym for “essential and tasty snacks” and they are sold exclusively through the bistroMD program. For more information about bistroMD EATS, please visit bistromd.com/eats.



Fast Facts

★ **BistroMD works to correct metabolic dysfunction, which is a very common metabolism condition that makes weight easy to gain and hard to lose. It is influenced by hormonal changes that impact your metabolism and how your body is able to use nutrients in your food.**

★ **BistroMD offers its members access to Registered Dietitian guidance.**

★ **Each bistroMD meal contains no MSG, Trans Fats, or Aspartame.**

» BistroMD was founded in 2005 in Naples, Florida.

» BistroMD ships to every state in the continental United States.

» BistroMD's packaging is eco-friendly. Our entrees arrive in a 100% post-consumer recycled shipping box with dry ice and a biodegradable, eco-friendly liner for insulation.

» BistroMD meals can be cooked in the microwave or oven. Our meal trays are oven safe up to 400F.

» BistroMD helps reset your metabolism to ensure you're able to lose weight and keep it off.

» BistroMD has over 150 meals to choose from.

» Each bistroMD meal contains less than 450 calories.

» On average, bistroMD members who follow the program will lose about 1-2 pounds a week.

» All bistroMD programs meet or fall below the US Dietary Guidelines for sodium for the average US adult.

» If you have any food allergies, simply contact bistroMD and we can customize a meal plan that works for you.





Types of Programs

PROGRAM OPTIONS & PRICING

Program Options	Breakfast	Lunch & Dinner	Price
5 DAYS	⊗	✓	\$149.90
5 DAYS	✓	✓	\$187.35
7 DAYS	⊗	✓	\$188.86
7 DAYS	✓	✓	\$219.80

Women's Standard Plan: Day 1



Women's Standard Plan: Day 2



Women's Standard Plan: Day 3



Women's Standard Plan: Day 4



Women's Standard Plan: Day 5



Women's Standard Plan: Day 6



Women's Standard Plan: Day 7



PLAN DESCRIPTIONS

Women's & Men's Standard Plan

Designed for weight loss and proven by science, all bistroMD programs help members achieve optimal wellness. The standard plan is perfect for anyone not following a specialty diet.

Gluten Free Plan

Gluten free diets have many benefits for those with Celiac disease and those with sensitivities or intolerances without a true celiac diagnosis. All gluten free meals are tested to the FDA gluten free standard and do not contain wheat, rye, or barley.

Diabetic Plan

All meals on the bistroMD diabetic program contain 25 grams or less of net carbohydrates and follow recommendations for people with diabetes to consume a consistent amount of carbohydrates at each meal.

Heart Healthy Plan

Our chefs and registered dietitians have prepared more than 100 meals that fall at or below the American Heart Association's (AHA) recommendations for calories, sodium, total fat, and saturated fat.

Each of our heart healthy meals contain less than 600mg of sodium and less than 3.5 grams of saturated fat per serving.

Menopause Plan


All meals on the bistroMD menopause program are designed to keep your blood sugar stable and prevent overproduction of insulin. We do this by keeping net carbohydrates - carbohydrates that impact your blood sugar - to less than 25 grams per meal. This allows your body to effectively utilize energy and burn fat.




Menu of Meals



Customer
Favorite

7 Grain Waffles with Strawberry Compote
African Peanut Stew
Apple Cinnamon Oatmeal with Scrambled Eggs
Artichoke, Spinach and Roasted Red Pepper Frittata 
Avocado Bagel with Egg and Roasted Tomatoes
Bacon and Potato Egg Scramble
Bacon Cheeseburger Meatloaf with Yuca Fries 
Bagel Sandwich with Egg, Caramelized Onion,
Mushroom and Swiss
Bagel Sandwich with Egg, Natural Ham and Swiss
Bagel Sandwich with Egg, Roast Beef and Pepper Jack
Bagel Sandwich with Egg, Turkey Sausage and Cheddar
Baked Pasta Marinara with Chicken Sausage 
Barramundi Seabass with Mango Coconut Salsa
Barramundi Seabass with Sweet Coconut Pineapple Sauce
BBQ Beef and Cheddar Sliders
Beef and Broccoli
Beef and Vegetable Stew with Burgundy Wine 
Beef Chipotle Chili with Corn Pudding
Beef Marsala with Linguine
Beef Steak & Ale Stew
Beef Stroganoff
Beef with Green Peppercorn Sauce
Beef with Red Wine Sauce and Barley
Blackened Chicken with Creamy Smoked Paprika Sauce
Blackened Salmon with Creole Tomato Okra Stew
Blackened Tilapia with Red Pepper Coulis 
Blueberry Waffles with Mixed Berry Compote
Breakfast Tostada
Broccoli Cheddar Stuffed Chicken

California-Style Beef Sliders
Canadian Bacon and Swiss Omelet 
Caramelized Mushroom and Onion Frittata
Cheese Omelet with Turkey Sausage
Cheese Tortellini with Three Cheese Tomato Sauce
Chicken and Andouille Sausage Jambalaya
Chicken and White Bean Chili
Chicken Bacon Mac & Cheese 
Chicken Cacciatore 
Chicken Cordon Bleu
Chicken Dill Crepe with Fruited Quinoa
Chicken Enchilada Stack
Chicken Meatball Marinara Wrap Kit
Chicken Meatballs with Lentils and Spiced Tomato Sauce
Chicken Meatballs with Marinara and Linguine
Chicken Mole
Chicken Mushroom Crepe with Cinnamon Apples
Chicken Noodle Soup
Chicken Pad Thai
Chicken Paella with Andouille Sausage
Chicken Piccata
Chicken Pot Pie Crumble
Chicken Sausage and Egg Scramble
Chicken Spinach Meatloaf with Tomato Glaze
Chicken Tikka Masala
Chicken Tortilla Soup
Chicken with Lemon Peppercorn Sauce
Chicken with Mushroom Cream Sauce
Chicken with Pineapple Teriyaki
Chicken, Rice and Cheddar Casserole 

Chicken, Rice and Vegetable Stew
Chicken, Shrimp and Andouille Sausage Gumbo
Chipotle Pineapple Smoked Pork Street Tacos
Cranberry Orange Multigrain Cereal with Ham
Crustless Chicken and Pepperoni Pizza
Dark Chocolate Chip Crepes with Pork Sausage Hash
Eggplant Lasagna Casserole
English Muffin Sandwich with Egg, Ham and Swiss
English Muffin Sandwich with Egg, Turkey Sausage
and Cheddar
Fisherman's Seafood Stew
Four Cheese Ravioli
French Onion Meatloaf with Smoked Gouda
Greek Omelet with Fruited Quinoa
Green Chile Pork with Southwest Salsa
Grilled Chicken Marsala
Grilled Chicken Pesto with Farro Salad
Grilled Chicken with Buffalo Sauce
Grilled Chicken with Savory Almond and Date Sauce
Grilled Salmon with Champagne Sauce
Grilled Salmon with Creamy Pesto
Grilled Salmon with Lemon Dijon Dressing 
Ham and Potato Egg Scramble
Hashbrown Casserole with Ham
Hatch Green Chile and Pork Stew
Herbed Chicken Parmesan
Hickory Smoked BBQ Beef with Yukon Gold Potatoes
Hickory Smoked BBQ Pork Crepe
Hickory Smoked BBQ Pork with Broccoli 
Hickory Smoked BBQ Pork with Peach Crisp



Menu of Meals



Homestyle Waffles with Scrambled Eggs
and Maple Syrup
Irish Beef Stew with Sauteed Cabbage
Italian Sausage and Peppers
Italian Style Omelet
Jamaican Style Black Pepper Shrimp
Jerk Spiced Chicken with Brown Rice and
Pigeon Peas
Jerk Spiced Chicken with Mango Chutney
Jerk Spiced Tilapia with Mango Pineapple Salsa
Lamb Rogan Josh
Lasagna with Garden Marinara 
Macadamia Crusted Barramundi Seabass
Manicotti with Vodka Marinara Sauce
Meatloaf with Honey Bourbon Glaze 
Mediterranean Chicken Crepe
Mediterranean Quinoa Salad
Merlot Meatballs with Grits
Moroccan Lentil and Sweet Potato Stew
Moroccan-Style Beef
Mozzarella, Roasted Tomato and Basil Frittata
Orange Chicken
Oven-Fried Catfish with Spicy Tomato Leek Sauce
Pancetta, Leek and Goat Cheese Frittata
Peanut Butter Crepe with Strawberry Compote
Pork Enchiladas with Salsa Verde
Pork Tenderloin with Mushroom Marsala
Pork Tenderloin with Olive Tapenade
Pork Tenderloin with Plum Ginger Sauce
Pork Tenderloin with Spiced Apple Chutney

Pork Tenderloin with Whole Grain Mustard Sauce
Pork Vindaloo
Raspberry Chipotle Roasted Vegetable Bowl
Ricotta Crepe with Berry Compote
Roasted Cauliflower and Lentils with Charred
Red Pepper Sauce
Roasted Corn and Scallop Chowder
Roasted Tofu and Ancient Grain Salad Bowl
Roasted Tofu with Charred Red Pepper Sauce
Salmon Provencal
Salmon with Bell Pepper Coulis
Salmon with Dill Mustard Sauce
Scallops with Chili Garlic Sauce and Couscous
Sesame Chicken
Shepherd's Pie 
Shrimp Etouffee with Cheese Grits
Shrimp Primavera
Sliced Ham with Mustard Maple Sauce
Sliced Ham with Pineapple Glaze
Sliced Roast Beef with Red Wine Demi
Sloppy Joe with Cabbage Slaw
Smoked Chipotle Pork and Eggs
Smoked Chipotle Pork with Salsa Verde
Southwest Bison Meatloaf with Smoky
Tomato Glaze
Southwest Chorizo Frittata
Southwest Taco Bowl
Southwestern Style Smoked Chicken Omelet
Spaghetti Squash and Meatballs with Marinara
Spinach and Feta Stuffed Chicken

Split Pea Soup with Ham
Steak and Egg Scramble
Stuffed French Toast
Stuffed Grape Leaves with Tomato Sauce
Stuffed Shells with Vodka Marinara Sauce
Sweet and Sour Meatballs
Sweet Onion Frittata
Teriyaki Beef Noodle Bowl
Thai Coconut Chicken
Tilapia with Orange Parsley Sauce
Tilapia with Smoky Tomato Sauce
Tilapia with White Wine Cream Sauce
Tuna Noodle Casserole
Turkey Breast with Cranberry Apple Chutney
Turkey Breast with Gravy and Mashed
Sweet Potatoes
Turkey Breast with Herbed Brown Gravy 
Turkey Breast with Honey Orange Glaze
Turkey Sausage Frittata with Mini Sweet
Raisin Roll
Uncured Ham and Cheese Frittata
Western Egg Scramble
Western Omelet with Roasted Potato and
Onion Hash
Whole Wheat Pancakes with Turkey Sausage



Customer Success **Stories**

REAL PEOPLE CELEBRATING REAL SUCCESS



Mia Simone Age: 47
San Francisco, CA
40 lbs lighter

*“Before,
I couldn’t walk.
Now, my energy
levels are through
the roof.”*



Chris Willis Age: 46
Beaumont, TX
40 lbs lighter

*“BistroMD saved
my life. I’m more
athletic and I
don’t have to take
blood pressure
medication
anymore.”*



Erin Stehl Age: 51
Ponte Vedra Beach, FL
25 lbs lighter

*“I feel incredible
and I’m ready
to tackle life’s
challenges
head on.”*

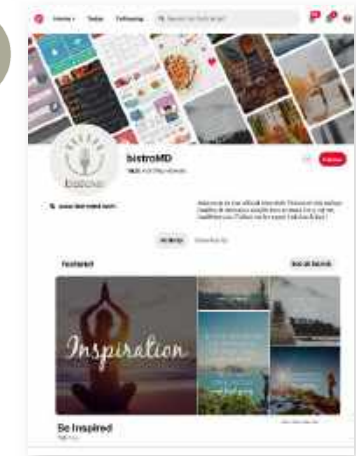


Gretchen Breese Age: 58
Jamaica Plan, MA
15 lbs lighter

*“I can’t say enough
good things
about bistroMD.
Thank you for
helping me feel
healthy again.”*

Website & Social Media

Follow @bistroMD for the latest health tips, recipes, new menu arrivals, and more!
#bistroMD | @bistroMDeats



Media Assets





Story Ideas

HOW TO CONTROL HIGH BLOOD PRESSURE NATURALLY

Hypertension, if left uncontrolled, can lead to a number of health complications. Through our “food is medicine” philosophy, bistroMD’s Heart Healthy meal plan can help lower pressure without the need for medical intervention.

9 TIPS TO IMPROVE DIGESTION

Those who suffer from digestive issues can experience relief with some easy to implement, treatment methods. Improve gut health and connect with a bistroMD dietitian for more information.

TRY: EFFORTLESS DIABETIC MEAL PLAN SUBSCRIPTION SERVICE

It can be difficult and overwhelming for someone to change their diet to accommodate a recent diabetes diagnosis. BistroMD’s Diabetic Friendly meal plan is specifically designed to help maintain healthy blood glucose levels, taking the hard work out of eating healthy.

COMMON PLANT PROTEIN AGGRAVATES AUTOIMMUNE DISEASES

Lectins, found in most nutritious foods, can reduce the body’s ability to absorb essential nutrients. This can be particularly harmful for individuals with preexisting medical conditions. Connect with a bistroMD dietitian for more information.

FIGHT METABOLIC SYNDROME WITHOUT MEDICATION

BistroMD’s customizable meal plans can help at risk individuals fight or prevent metabolic syndrome without pharmaceutical intervention. Lose weight, live happy, and let our food be your medicine.

LINK BETWEEN GENETICS AND WEIGHT LOSS?

Genetics affect everything down to how easily you lose weight. But a genetic predisposition to weight gain is not a life sentence. BistroMD gives you the tools you need to develop lifelong, healthy eating habits.



Executive Bios

ED CEDERQUIST



Edward Cederquist is the CEO and co-founder of bistroMD. His entrepreneurial spirit has always inspired him to find new

ways to solve problems and notice the ways in which he can add value to people's lives. As a young adult, Ed would facilitate group get-togethers over home-cooked meals. Ed has always been passionate about cooking and he was lucky enough to find a way to make his career align with his passion. For the past 15 years through his work with bistroMD, Ed has been committed to answering the question, "how can I make healthy eating easy and accessible to all?"

Curious and creative, Ed has traveled the world to collaborate with some of the brightest minds in the culinary industry, continually working to refine and enhance the already diverse flavor palette of bistroMD. A lifelong learner and a graduate of the University of Massachusetts, Ed is a visionary with a passion for food. In his free time, he enjoys searching for dolphins along the shores of Naples Beach, listening to audiobooks, practicing yoga, and cooking with his wife and four children.

CAROLINE CEDERQUIST



Caroline Cederquist, M.D. is the co-founder of bistroMD and holds three board certifications in Family Practice, Obesity Medicine and Functional Medicine.

Dr. Cederquist takes a more holistic approach to medicine. She believes that too often medications are utilized to treat conditions that could be better addressed with lifestyle changes. Maintaining a lifelong commitment to health is difficult, but Dr. Cederquist is committed to educating the public on their health and wellness options. She lectures nationally and internationally about functional medicine and the entire complex of causes and consequences related to Americans' burgeoning weight problems.

Dr. Cederquist is a graduate of the University of Miami, School of Medicine, where she was awarded the national Upjohn Achievement Award for Outstanding Academic and Personal Qualities Deemed Most Desirable in a Physician. She completed her residency in Family Medicine, subsequently earning her board certification in 1994. Driven by passion and curiosity, she continued to learn more about the underlying causes of disease. In 1998, she earned her board certification in Obesity Medicine, followed by a board certification in Functional Medicine in 2018.

SARAH ASAY



Sarah Asay is the Director of Nutrition and Product Development at bistroMD. As a registered dietitian nutritionist, Sarah works to develop

entrees, snacks, and nutrition education for bistroMD. Sarah works directly with the bistroMD chefs and kitchens to create flavorful entrees that meet the science set forth by company co-founder, Caroline Cederquist. Sarah enjoys researching new products available in the food market, which helps her choose only the highest quality ingredients while she is developing meals for bistroMD.

Sarah is a graduate of Purdue University where she earned a Bachelor of Science in Dietetics, Nutrition, Fitness, and Health. She earned her RD distinction through the Commission on Dietetic Registration. In her free time, Sarah enjoys traveling with her husband and spending time with their two dogs, Lola and Harvey. She likes to entertain and create new recipes to share with friends, while finding inspiration in legendary chef Julia Child's quote, "people who love to eat are always the best people."

SYDNEY LAPPE



Sydney Lappe is bistroMD's Marketing Registered Dietitian and Nutrition Editor. With a passion for

health and writing, Sydney's main responsibility consists of maintaining the bistroMD Health Library. Through her work with bistroMD, Sydney orchestrates evidence-based nutrition guidelines into user-friendly articles, doing so while elevating the content through the pillars of SEO. Sydney constantly strives to connect with others on a personal, yet professional level.

Sydney completed her undergraduate work in Psychology and Dietetics at Missouri State University. She then went on to participate in Saint Louis University's Dietetic Internship / Master's Program where she published research on the concept of mindful eating. In her free time, Sydney enjoys eating all things breakfast, drinking endless cups of coffee, hanging out with her feathered (Pax) and furry (Harlow) friends, running, hiking, biking, and enjoying lake time.



Photography & Creative Assets

We have many product and lifestyle images approved for media use. To see and download images, [CLICK HERE](#). Please credit all images to *bistroMD*.





BistroMD **Contacts**

For any press or
media inquiries,
please email
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