

my doctor's recipe⁺
YOUR DOSE OF DELICIOUS

Nutri-ice cream[®]



MADE WITH
DJK+[™]

Enriched with DJK+[™] our unique blend of encapsulated vitamins and minerals carefully selected to support health & well-being, aid recovery and help maintain an active lifestyle

Reinventing healthcare focused nutrition with delicious food that promotes recovery and well-being.

Developed and manufactured in the UK for people needing a nutritional boost whilst in a healthcare setting or at home.

INTRODUCING

Nutri-ice cream[®]

POWERED BY DJK+™

Nutritionally Enriched Ice-Cream
that doesn't compromise on flavour.

**Enriched with Protein and
encapsulated vitamin and minerals.**

No added sugars, artificial
preservatives, flavouring,
colouring or sweeteners.



Imagined by a doctor and a chef

Introducing Dr. Jon Krell and Chef Alan Rosenthal.



Dr Jon Krell

Co- Founder & Medical Director

- Consultant physician & clinician-scientist
- Member of the translational research team at Cancer Research UK & Ovarian Cancer Action, Imperial College
- Published over 100 peer-reviewed papers in journals

Alan Rosenthal

Co-Founder & Product Director

- A renowned private chef with a background in commercial food concept development in retail and hospitality
- Author of – Foolproof One-pot, Stewed, Ultimate One-pot dishes & Foolproof Veggie One-pot

We Believe

Taste really matters. Nutrition really matters.

Both are vital when undergoing or recovering from medical treatment or leading active healthy lifestyles.

Our Vision

That everybody should be able to access enriched, natural & tasty nutritional food supplements **when they need it most.**

Our Mission

To **re-invent** nutritional supplements & replace current products in the healthcare & leisure industries.

Our Purpose

To put the 'treat' into treatment foods.
Your Dose of Delicious®.

80%

of people dislike the synthetic taste of current health supplements

01 Synthetic taste

02 Presence of chemical ingredients

03 Low product uptake

Leading to up to 80% wastage of supplements & failure to achieve their goals.

Patient nutrition needs a shake up

We identified that so many patients struggled with traditional nutritional drinks. Many wouldn't even touch them and if they did, they rarely finished them. So we needed to find something different.

There had to be a better way... Our brief was simple.

We wanted to pack more nutrition into less volume and create a range of products that were natural, soothing, delicious and a real treat. After all, a happy mind means a happy body.

Insight-led nutritional innovation, the cornerstone of everything we do

We researched many products and knew it had to be a treat. Something delicious and so tasty you finished every bite... and of course we listened to the patients! In fact we listened very carefully.

'I'm tired of these nasty drinks that taste nothing like food. Please give me something I can eat and really enjoy, that will benefit my body'

“

I wanted the very best nutrition for my patients and anyone interested in their own wellbeing.

It had to be tasty, enjoyable and deliver nutrition for improved quality of life.

Dr Jon Krell, Oncologist

MADE WITH DJK+™

My Doctor's Recipe is the first ever doctor led indulgence brand.

Nutri-ice cream® and nutri-ice cream® plus fibre are our first food supplements to be released.

Our foods are:

- Enriched with DJK+™ our unique blend of encapsulated vitamins and minerals carefully selected to support health & well-being, aid recovery and help maintain an active lifestyle.
- Enriched with a next-generation protein mix designed in collaboration with a world class nutritional lab.

Revitalising nutrition with our proprietary formula:

The Science of our breakthrough DJK+® encapsulated vitamin and mineral formulation

Dr Jon Krell has designed a unique, game changing formula DJK+™, driven by clinical study and over 20 years of cutting edge research and deep understanding as a doctor and oncologist.

The lowdown on DJK+™

Encapsulation is a process by which the vitamins and minerals are coated so they don't flavour the product. They are digested at the optimum time in your stomach to give maximum benefit. They just taste better. It's 'Your Dose of Delicious®'.

Proof that you dont have to sacrifice taste for nutrition

Dr Jon Krell along with Chef Alan and our manufacturing partner Sally Newall have created tasty, low sugar ice creams with this game changing, breakthrough formula. One of Jon's patients put it so well, 'at last, nutrition that's a treat'.



Nutri-ice cream[®] range

Specifically designed for people with or at risk of developing disease-related malnutrition and who have been recommended by healthcare professionals to follow a low fibre diet.

NUTRI-ICE CREAM[®] COMES IN 5 TASTY FLAVOURS



Vanilla

Ingredients: Double Cream (50%) (Milk), Evaporated Whole Milk, Date Syrup, Vanilla Extract, Vanilla Bean Specks.

Vitamins and Minerals ($\geq 33\%$ of RDA): Vitamin D, Vitamin C, Vitamin B₆, Vitamin B₁₂, Magnesium, Iron, Zinc.

Allergens: For allergen information, see ingredients in BOLD

Nutrition Per 100g

Energy kJ/kcal	1555/374
Fat	28.8g
(of which saturates)	17.4g
Carbohydrate	18.2g
(of which sugars)	12.7g
(of which added sugars)	0g
Fibre	<0.5g
Protein	10.6g
Salt	0.2g



Chocolate

Ingredients: Double Cream (50%) (Milk), Evaporated Whole Milk, Date Syrup, 100% cocoa (15%)

Vitamins and Minerals ($\geq 33\%$ of RDA): Vitamin D, Vitamin C, Vitamin B₆, Vitamin B₁₂, Magnesium, Iron, Zinc.

Allergens: For allergen information, see ingredients in BOLD

Nutrition Per 100g

Energy kJ/kcal	1482/357
Fat	28.8g
(of which saturates)	17.2g
Carbohydrate	15g
(of which sugars)	11.3g
(of which added sugars)	0g
Fibre	<0.5g
Protein	10.4g
Salt	0.18g



Cappuccino

Ingredients: Double Cream (50%) (Milk), Evaporated Whole Milk, Date Syrup, Coffee (3%), Ground Coffee Beans (1%)

Vitamins and Minerals ($\geq 33\%$ of RDA): Vitamin D, Vitamin C, Vitamin B₆, Vitamin B₁₂, Magnesium, Iron, Zinc.

Allergens: For allergen information, see ingredients in BOLD

Nutrition Per 100g

Energy kJ/kcal	1477/356
Fat	28.3g
(of which saturates)	17.3g
Carbohydrate	15.2g
(of which sugars)	11.1g
(of which added sugars)	0g
Fibre	<0.5g
Protein	10.1g
Salt	0.2g



Banana

Ingredients: Double Cream (50%) (Milk), Evaporated Whole Milk, Date Syrup, Banana (15%)

Vitamins and Minerals ($\geq 33\%$ of RDA): Vitamin D, Vitamin C, Vitamin B₆, Vitamin B₁₂, Magnesium, Iron, Zinc.

Allergens: For allergen information, see ingredients in BOLD

Nutrition Per 100g

Energy kJ/kcal	1307/315
Fat	23.1g
(of which saturates)	14.1g
Carbohydrate	16.8g
(of which sugars)	15.2g
(of which added sugars)	0g
Fibre	0.05g
Protein	10.4g
Salt	0.1g



Strawberry

Ingredients: Double Cream (50%) (Milk), Evaporated Whole Milk, Date Syrup, Strawberries (15%)

Vitamins and Minerals ($\geq 33\%$ of RDA): Vitamin D, Vitamin C, Vitamin B₆, Vitamin B₁₂, Magnesium, Iron, Zinc.

Allergens: For allergen information, see ingredients in BOLD

Nutrition Per 100g

Energy kJ/kcal	1348/325
Fat	24.9g
(of which saturates)	15.2g
Carbohydrate	14.1g
(of which sugars)	12.8g
(of which added sugars)	0g
Fibre	0.08g
Protein	11.1g
Salt	0.1g

Nutri-ice cream[®] plus fibre range

Contains some natural dietary fibre which plays a crucial role in our diet by helping to support gastrointestinal function.

Specifically designed for: people with or at risk of developing, disease-related malnutrition but are able to have some dietary fibre and people who require nutritional support either through illness and recovery, old age or leading an active, healthy life-style.



Vanilla Bean

Ingredients: Double Cream (50%) (Milk), Evaporated Whole Milk, Date Syrup, Chicory Root Extract (oligosaccharides), Vanilla Extract, Vanilla Bean Specks.

Vitamins and Minerals ($\geq 33\%$ of RDA): Vitamin D, Vitamin C, Vitamin B₆, Vitamin B₁₂, Magnesium, Iron, Zinc.

Allergens: For allergen information, see ingredients in BOLD

Nutrition Per 100g

Energy kJ/kcal	1521/367
Fat	29.4g
(of which saturates)	18.0g
Carbohydrate	10.2g
(of which sugars)	9.2g
(of which added sugars)	0g
Fibre	5.2g
Protein	12.9wg
Salt	0.1g



Chocolate

Ingredients: Double Cream (50%) (Milk), Evaporated Whole Milk, Date Syrup, Chicory Root Extract (oligosaccharides), 100% cocoa (15%)

Vitamins and Minerals ($\geq 33\%$ of RDA): Vitamin D, Vitamin C, Vitamin B₆, Vitamin B₁₂, Magnesium, Iron, Zinc.

Allergens: For allergen information, see ingredients in BOLD

Nutrition Per 100g

Energy kJ/kcal	1641/397
Fat	31.4g
(of which saturates)	19.3g
Carbohydrate	13.4g
(of which sugars)	12.0g
(of which added sugars)	0g
Fibre	6g
Protein	12.3g
Salt	0.1g



Cappuccino

Ingredients: Double Cream (50%) (Milk), Evaporated Whole Milk, Date Syrup, Chicory Root Extract (oligosaccharides), Coffee (3%), Ground Coffee Beans (1%)

Vitamins and Minerals ($\geq 33\%$ of RDA): Vitamin D, Vitamin C, Vitamin B₆, Vitamin B₁₂, Magnesium, Iron, Zinc.

Allergens: For allergen information, see ingredients in BOLD

Nutrition Per 100g

Energy kJ/kcal	1521/367
Fat	29.4g
(of which saturates)	18.0g
Carbohydrate	10.2g
(of which sugars)	9.2g
(of which added sugars)	0g
Fibre	5.2g
Protein	12.9g
Salt	0.1g



Banana

Ingredients: Double Cream (50%) (Milk), Evaporated Whole Milk, Date Syrup, Chicory Root Extract (oligosaccharides), Banana (15%)

Vitamins and Minerals ($\geq 33\%$ of RDA): Vitamin D, Vitamin C, Vitamin B₆, Vitamin B₁₂, Magnesium, Iron, Zinc.

Allergens: For allergen information, see ingredients in BOLD

Nutrition Per 100g

Energy kJ/kcal	1274/307
Fat	23.0g
(of which saturates)	14.1g
Carbohydrate	13.0g
(of which sugars)	11.9g
(of which added sugars)	0g
Fibre	4.3g
Protein	10.3g
Salt	0.1g



Strawberry

Ingredients: Double Cream (50%) (Milk), Evaporated Whole Milk, Date Syrup, Chicory Root Extract (oligosaccharides), Strawberries (15%)

Vitamins and Minerals ($\geq 33\%$ of RDA): Vitamin D, Vitamin C, Vitamin B₆, Vitamin B₁₂, Magnesium, Iron, Zinc.

Allergens: For allergen information, see ingredients in BOLD

Nutrition Per 100g

Energy kJ/kcal	1312/316
Fat	24.9g
(of which saturates)	15.2g
Carbohydrate	10.9g
(of which sugars)	9.3g
(of which added sugars)	0g
Fibre	4.9g
Protein	11.0g
Salt	0.1g



Putting the 'treat' into Treatment

Case one

74y male

Medical Condition:

Advancedoesophageal cancer

Setting:

Admitted to hospital

Nutri-ice cream®: Taken 2-3 times a day over two weeks in hospital.

Experience of Nutri-ice cream®:

'Thoroughly enjoyed nutri-ice cream®. Coffee was my favourite. I'm not keen on sweet ice-cream so this was excellent and a bonus. Definitely a hit and a solution to my current eating difficulties'

Nutritional Need: Tumour prevents swallowing of solid food. Losing weight and muscle mass.

Experience of Nutritional Supplements:

Disliked the taste & smell of nutritional drinks and therefore refused them completely.

Outcome: Nutri-ice cream® enabled intake of >1000 calories per day with weight gain over a two week period.

Case two

42y female

Medical Condition:

Early-stage breast cancer

Setting:

Receiving Chemotherapy as an outpatient

Nutri-ice cream®: Taken twice a day over 7 day period of loss of appetite to supplement food.

Experience of Nutri-ice cream®:

'I don't like protein products for the taste and texture. I don't eat ice-cream except for selected gelato and I really enjoyed this. This can be a treat and provide nutrients for unwell days. Great!'

Nutritional Need: For up-to 7 days of each 21-day treatment cycle her appetite reduces significantly due to nausea and she struggles to eat and drink.

Experience of Nutritional Supplements:

Doesn't like nutritional drinks and prefers to eat less or make do with what she can.

Outcome: Nutri-ice cream® helped to maintain nutritional intake during difficult periods of treatment when she otherwise would have not eaten.

**Available for nationwide delivery
to your doorstep packed in dry ice
to ensure our product reaches
you in perfect condition.**

For home delivery, please order at
www.mydoctorsrecipe.com

For trade enquiries please contact
sally@mydoctorsrecipe.com

Please contact us for any queries you
may have at **hello@mydoctorsrecipe.com**

Inspired by Alison MacKenzie

Alison, the wife of one of our co-founders Alan MacKenzie, has inspired the creation of nutri-ice cream®. Her story is the heart and soul behind the creation of the product. Alison had cancer and Dr Jon Krell was her amazing doctor. She desperately needed nutrition, and what was available was nasty tasting and unpalatable. Her unwavering strength in the face of adversity sparked the idea to craft a product that not only brings joy through the delicious taste but also delivers essential nutrients in an encapsulated format. Alison's legacy lives on, touching the lives of those who need nutrition, and find comfort and benefit in each delightful scoop of nutri-ice cream®.

entertainment in hospitals



My Doctor's Recipe are proud to support
Spread a Smile

Spread a Smile brings joy and laughter to
seriously ill children in NHS hospitals and
hospices across the country.

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