

@EATFATSNAX #FATYEAH!"

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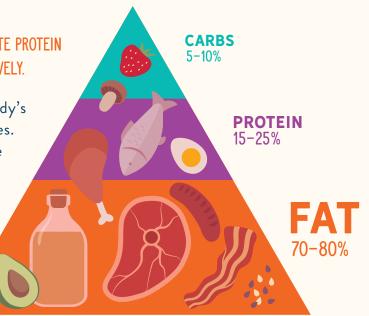




WHAT IS KETO?

A KETOGENIC DIET IS A HIGH-FAT, LOW-CARB, AND MODERATE PROTEIN NUTRITION PLAN THAT CAN HELP TO BURN FAT MORE EFFECTIVELY.

The keto diet's primary goal is to switch the body's primary fuel source from glucose to ketones. Ketones are an alternative fuel source that the body produces during a metabolic state called ketosis. The liver produces ketones from fat. One method to achieve ketosis is through intermittent fasting—but nobody can fast forever. Luckily, ketosis can also be sustained by adhering to a ketogenic diet.



BENEFITS OF KETO







SUPPRESSED APPETITE



MEMORY



MENTAL FOCUS











IMPROVED

MOOD

INCREASED

HIGHER BRAIN FUNCTION



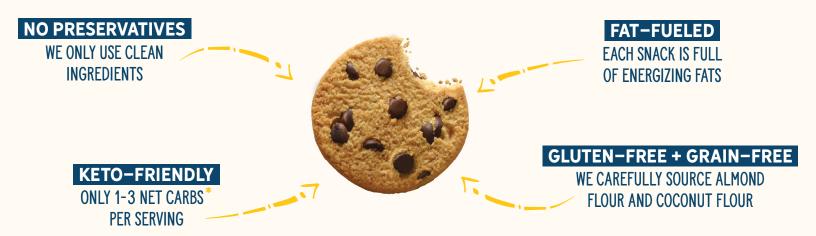
ENERGY

HOW TO USE THIS GUIDE

We have developed a simple system of BEST BETTER, and GOOD so you can quickly determine the keto health valueof your foods.

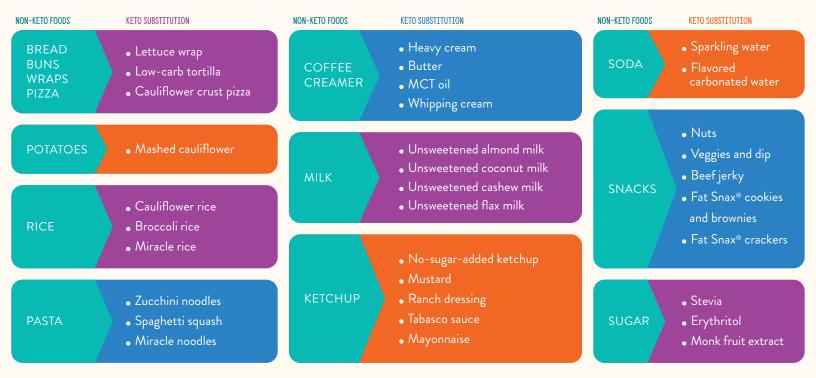
It is best to AVOID processed foods, bread, pasta, beans, rice, and sugar while working toward ketosis. We've included a few foods that are less obvious for you to avoid.

ABOUT FAT SNAX®



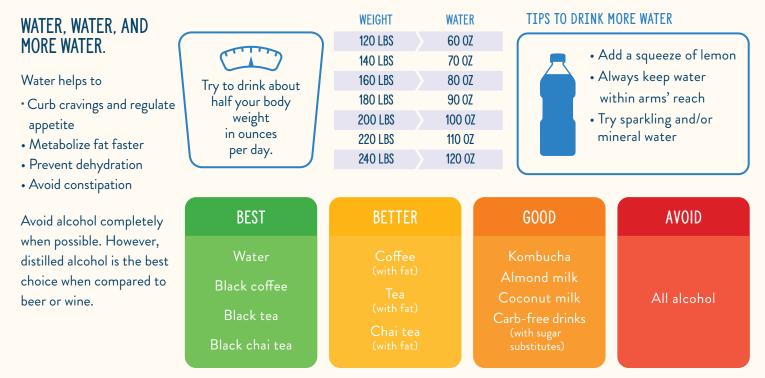


FOOD SUBSTITUTION SUGGESTIONS





WATER/ALCOHOL/BEVERAGES



FATS OILS

High-quality fats and oils can help make your food taste better and make you feel more satisfied after a meal.

Avoid industrial oils such as corn, soy, safflower, sunflower, and cottonseed.

Try adding butter or coconut oil to coffee/tea for a satisfying between-meal pick-me-up.

ITEM	SIZE	RATING	NET CARBS (G)	FAT (G)	PROTEIN (G)	CALORIES
AVOCADO OIL	1 TBSP	BEST	0.0	14.0	0.0	124
BACON GREASE	1 TBSP	BEST	0.0	12.8	0.0	116
BUTTER	1 TBSP	BEST	0.0	12.0	0.1	102
COCONUT OIL	1 TBSP	BEST	0.0	13.6	0.0	118
GHEE	1 TBSP	BEST	0.0	13.0	0.0	112
MAYONNAISE	1 TBSP	BEST	0.1	10.3	0.1	94
MCT OIL	1 TBSP	BEST	0.0	14.0	0.0	115
SALAD DRESSING, BLUE CHEESE	2 TBSP	BEST	0.6	13.0	0.2	120
SALAD DRESSING, CAESAR	2 TBSP	BEST	0.9	17.0	0.6	159
SESAME OIL	1 TBSP	BEST	0.0	13.6	0.0	120
BÉARNAISE	2 TBSP	BETTER	2.0	16.0	1.0	160
HEAVY CREAM	2 TBSP	BETTER	0.9	10.8	0.9	102
SALAD DRESSING, RANCH	2 TBSP	BETTER	1.4	11.3	0.9	109
EXTRA VIRGIN OLIVE OIL	1 TBSP	GOOD	0.0	14.0	0.0	120
GRAPE-SEED OIL	1 TBSP	GOOD	0.0	14.0	0.0	120
SALAD DRESSING, ITALIAN	2 TBSP	GOOD	3.6	6.2	0.1	71
CORN OIL	1 TBSP	AVOID	0.0	14.0	0.0	122



DAIRY CHEESE

Quality, grass-fed dairy is a great fat source (if your body can tolerate it).

Be sure to always choose full fat; avoid low-fat and fat-free options.

Watch for coatings on pre-shredded cheese that might increase net carbs.



ITEM	SIZE	RATING	NET CARBS (G)	FAT (G)	PROTEIN (G)	CALORIES
CREAM CHEESE	2 TBSP	BEST	1.0	10.0	2.0	100
HEAVY WHIPPING CREAM	2 TBSP	BEST	0.8	11.1	0.6	103
MASCARPONE CHEESE	1 OZ-WT	BEST	0.6	13.2	2.0	126
BLUE CHEESE, CRUMBLED	2 TBSP	BETTER	0.3	4.0	3.0	50
CHEDDAR CHEESE, AGED	1 OZ-WT	BETTER	0.5	9.0	7.0	120
FETA CHEESE, CRUMBLED	2 TBSP	BETTER	1.0	3.5	3.5	45
GOAT CHEESE, SOFT	1 OZ-WT	BETTER	0.0	6.3	5.6	80
HALF-AND-HALF CREAM	2 TBSP	BETTER	1.0	3.0	1.0	40
MUENSTER CHEESE, SHREDDED	2 TBSP	BETTER	0.2	4.2	3.3	52
PROVOLONE CHEESE, SLICE	1 OZ-WT	BETTER	0.6	7.5	7.2	98
RICOTTA CHEESE, WHOLE MILK	0.25 CUP	BETTER	3.0	5.0	6.0	90
SOUR CREAM	2 TBSP	BETTER	2.0	6.0	0.9	62
SWISS CHEESE, SLICE	1 OZ-WT	BETTER	1.5	7.9	7.6	108
CHEDDAR CHEESE, BAG SHREDDED	2 TBSP	GOOD	0.2	4.7	3.4	57
COTTAGE CHEESE, NATURAL, SMALL CURD	0.5 CUP	GOOD	3.8	4.8	12.5	110
MONTEREY JACK CHEESE, SHREDDED	2 TBSP	GOOD	0.1	4.3	3.5	53
PARMESAN CHEESE, SHREDDED	2 TBSP	GOOD	0.3	2.7	3.8	51
YOGURT, WHOLE MILK, PLAIN	1 CUP	GOOD	11.4	8.0	8.5	150
AMERICAN CHEESE, KRAFT	1 SLICE	AVOID	2.0	4.0	3.0	60
COTTAGE CHEESE, LOW FAT	0.5 CUP	AVOID	2.7	1.1	14.0	80

NUTS SEEDS

Nuts and seeds are an excellent source of fat, but be mindful of carbohydrate and calorie levels.

If you find that your weight loss is stalling, cut back on nuts and seeds and make them an occasional indulgence.



ITEM	SIZE	RATING	NET CARBS (G)	FAT (G)	PROTEIN (G)	CALORIES
CHIA SEEDS	1 OZ-WT	BEST	1.8	8.7	4.7	138
FLAXSEED, WHOLE	2 TBSP	BEST	0.3	8.7	3.8	110
HAZELNUTS, WHOLE	2 TBSP	BEST	1.2	10.3	2.5	106
MACADAMIA NUTS	2 TBSP	BEST	0.9	12.7	1.3	120
PECANS, CHOPPED	2 TBSP	BEST	0.6	9.8	1.3	94
PILINUTS	2 TBSP	BEST	0.6	12.0	2.0	108
SESAME SEEDS	2 TBSP	BEST	2.1	8.9	3.2	103
SUNFLOWER SEED KERNELS	2 TBSP	BEST	1.5	8.9	4.1	103
WALNUTS, CHOPPED	2 TBSP	BEST	1.1	9.8	2.3	98
ALMOND BUTTER	2 TBSP	BETTER	3.0	16.0	6.0	190
ALMONDS, WHOLE	2 TBSP	BETTER	1.4	8.9	3.7	106
PEANUT BUTTER, NATURAL	2 TBSP	BETTER	4.8	15.9	7.7	187
PEANUTS, DRY-ROASTED	2 TBSP	BETTER	1.5	7.0	3.5	80
PUMPKIN SEED KERNELS	2 TBSP	BETTER	0.7	7.2	4.4	85
CASHEWS	2 TBSP	GOOD	5.2	7.5	3.1	95
PISTACHIO NUTS, SHELLED	2 TBSP	GOOD	3.1	6.9	3.3	88
CHESTNUTS, ROASTED	2 TBSP	AVOID	15.0	0.3	1.3	68

CONDIMENTS SAUCES DRESSINGS

There are a number of great condiment choices for keto.

Avoid any with added sugar.



ITEM	SIZE	RATING	NET CARBS (G)	FAT (G)	PROTEIN (G)	CALORIES
CAPERS	1 TBSP	BEST	0.1	0.1	0.2	2
CHILI POWDER	1 TSP	BEST	0.5	0.4	0.3	8
CHOLULA	1 TSP	BEST	0.0	0.0	0.0	0
DIJON MUSTARD	1 TSP	BEST	0.5	0.5	0.3	6
FRANK'S RED HOT	1 TSP	BEST	0.0	0.0	0.0	0
HOLLANDAISE SAUCE	2 TBSP	BEST	0.3	4.0	0.8	45
OLIVES, GREEN, SPANISH	5 PCS	BEST	0.1	3.1	0.0	35
TABASCO	1 TSP	BEST	0.0	0.0	0.0	0
TAPATÍO	1 TSP	BEST	0.0	0.0	0.0	0
CIDER VINEGAR	1 TBSP	BETTER	0.0	0.0	0.0	0
DILL PICKLE	1 SMALL SPEAR	BETTER	0.7	0.0	0.0	5
GARLIC	1 CLOVE	BETTER	0.9	0.0	0.2	4
GINGER, ROOT SLICES	1 TBSP	BETTER	0.8	0.0	0.1	4
OLIVES, BLACK, CANNED	5 PCS	BETTER	0.7	2.3	0.2	25
PESTO SAUCE	1 TBSP	BETTER	0.6	7.1	2.8	78
SALSA, RED	1 TBSP	BETTER	0.7	0.0	0.1	4
SOY SAUCE	1 TBSP	BETTER	0.9	0.0	1.9	11
BALSAMIC VINEGAR	1 TBSP	GOOD	2.3	0.0	0.1	10
SRIRACHA SAUCE	1 TSP	GOOD	1.0	0.0	0.0	5
KETCHUP/CATSUP	1 TBSP	AVOID	4.0	0.1	0.2	16

POULTRY EGGS

Eggs are an excellent source of healthy fats that don't raise cholesterol in the blood.

Stick to darker cuts of meat and keep the skin on.

Choose pasture-raised when possible.

Cook with fat or butter to increase flavor and fat content.

ITEM	SIZE	RATING	NET CARBS (G)	FAT (G)	PROTEIN (G)	CALORIES
CHICKEN LIVER PATE, CANNED	2 0Z-WT	BEST	1.0	12.0	5.0	130
DUCK	6 0Z-WT	BEST	0.0	89.2	26.1	679
EGG, WHOLE	1 EACH	BEST	0.6	5.3	6.3	78
CHICKEN LEG, SKIN ON, BONELESS	6 0Z-WT	BETTER	0.0	26.8	27.7	265
CHICKEN THIGH, SKIN ON, BONELESS	6 OZ-WT	BETTER	0.0	24.8	28.2	335
CHICKEN/TURKEY SAUSAGE	2 0Z-WT	BETTER	0.3	6.4	9.6	97
CORNISH GAME HEN	6 0Z-WT	BETTER	0.0	26.1	31.9	372
EGG YOLK	1 EACH	BETTER	0.3	5.1	2.8	59
GOOSE, WHOLE	6 0Z-WT	BETTER	0.0	23.6	27.1	329
CHICKEN WING, SKIN ON	6 OZ-WT	GOOD	0.0	22.0	29.3	319
CHICKEN, GROUND	6 0Z-WT	GOOD	0.0	13.8	30.0	242
TURKEY, GROUND	6 OZ-WT	GOOD	0.0	21.2	44.1	378
CHICKEN BREAST, SKINLESS, BONELESS	6 0Z-WT	AVOID	0.0	6.2	44.4	294
CHICKEN THIGH, SKINLESS, BONELESS	6 0Z-WT	AVOID	0.0	8.9	29.2	270
EGG WHITE	1 EACH	AVOID	0.3	0.0	3.5	17
TURKEY BREAST, DELI COLD CUTS	3 OZ-WT	AVOID	2.6	1.5	18.0	90
TURKEY BREAST, SKINLESS, BONELESS	6 0Z-WT	AVOID	0.0	1.5	59.3	266



SEAFOOD

Fish and shellfish are low in carbohydrates and high in protein.

Be sure to choose seafood highest in fat content.

Choose wild over farmraised when possible.

Be conscious of your weekly mercury intake as some varieties of seafood contain higher mercury concentrations.



ITEM	SIZE	RATING	NET CARBS (G)	FAT (G)	PROTEIN (G)	CALORIES
HERRING	6 0Z-WT	BEST	0.0	24.0	28.0	332
MACKEREL	6 0Z-WT	BEST	0.0	23.6	31.6	348
SALMON, SMOKED	6 0Z-WT	BEST	0.0	18.0	39.1	308
SARDINES IN OIL, DRAINED	6 0Z-WT	BEST	0.0	18.0	36.0	300
ANCHOVIES IN OIL, DRAINED	1 OZ-WT	BETTER	0.0	16.5	49.1	357
ATLANTIC SALMON, WILD	6 OZ-WT	BETTER	0.0	11.0	33.0	242
CATFISH	6 0Z-WT	BETTER	0.0	4.8	27.9	162
TROUT	6 0Z-WT	BETTER	0.0	8.7	33.8	235
TUNA IN OIL, DRAINED	6 0Z-WT	BETTER	0.0	18.0	45.0	330
TUNA STEAK	6 OZ-WT	GOOD	0.0	1.5	40.0	180
TUNA, CANNED, WATER PACKED	6 0Z-WT	GOOD	0.0	3.0	48.0	210
COD	6 OZ-WT	AVOID	0.0	1.0	30.0	140
CRAB, STEAMED	6 OZ-WT	AVOID	0.0	3.0	34.4	174
HALIBUT	6 OZ-WT	AVOID	0.0	3.9	35.2	189
IMITATION CRAB MEAT	6 0Z-WT	AVOID	0.0	5.0	12.0	200
LOBSTER MEAT	6 0Z-WT	AVOID	2.2	1.0	34.9	167
OYSTERS	6 0Z-WT	AVOID	12.5	3.5	11.8	134
SHRIMP	6 0Z-WT	AVOID	0.0	0.8	30.4	152
SNAPPER	6 0Z-WT	AVOID	0.0	3.0	46.5	227

BEEF PORK LAMB

It's very important to be mindful of your protein intake when consuming meat and pork, as too much protein will knock you into gluconeogenesis (simply, your body will convert protein into glucose as your primary energy source, just as if you were eating carbs).



ITEM	SIZE	RATING	NET CARBS (G)	FAT (G)	PROTEIN (G)	CALORIES
BACON, PORK	3 PCS	BEST	0.1	9.4	5.8	109
BEEF, GROUND CHUCK	6 OZ-WT	BEST	0.0	34.5	28.5	435
BEEF, GROUND, 80/20	6 OZ-WT	BEST	0.0	34.0	29.2	432
BOLOGNA, BEEF	3 0Z-WT	BEST	0.7	24.2	10.4	265
BOLOGNA, PORK	3 0Z-WT	BEST	0.6	16.7	12.9	208
BOLOGNA, TURKEY	3 0Z-WT	BEST	3.5	9.6	9.6	176
BRISKET, BEEF	6 OZ-WT	BEST	0.0	32.4	31.3	427
CORNED BEEF BRISKET	6 OZ-WT	BEST	0.3	33.8	33.3	449
FRANKFURTER, BEEF	2 0Z-WT	BEST	1.1	16.6	7.2	185
FRANKFURTER, PORK	2 0Z-WT	BEST	1.4	16.5	6.4	181
ITALIAN SAUSAGE, PORK	2 EACH	BEST	7.0	45.9	32.1	578
KIELBASA	2 0Z-WT	BEST	0.8	17.2	7.6	191
LIVERWURST	6 OZ-WT	BEST	3.7	48.5	24.0	555
PANCETTA	1 OZ-WT	BEST	0.2	9.0	5.0	100
PEPPERONI	3 0Z-WT	BEST	0.0	36.5	19.2	415
PORK RINDS	1 OZ-WT	BEST	0.0	6.0	8.0	160
PORK, GROUND	6 0Z-WT	BEST	0.0	47.6	25.3	534
PRIME RIB	6 0Z-WT	BEST	0.0	56.4	36.9	667
SALAMI, BEEF	3 0Z-WT	BEST	1.6	18.9	10.7	222
SALAMI, PORK	3 0Z-WT	BEST	1.4	28.7	19.2	346

Choose grass-fed meat when possible.

Note that grass-fed meat is often organic, but this is not always true.

Watch for added sugar in prepared and cured meats.



ITEM	SIZE	RATING	NET CARBS (G)	FAT (G)	PROTEIN (G)	CALORIES
SHORT RIBS, BEEF	6 0Z-WT	BEST	0.0	61.7	24.1	662
SPAM	6 0Z-WT	BEST	3.0	48.0	21.0	530
SPARERIBS, PORK	6 0Z-WT	BEST	0.0	57.4	38.9	672
BEEF CHUCK ROAST	6 0Z-WT	BETTER	0.0	32.6	49.2	505
CARNITAS	6 0Z-WT	BETTER	0.0	18.0	43.0	340
LAMB RIB CHOPS	6 0Z-WT	BETTER	0.0	36.0	48.0	518
PASTRAMI, BEEF	3 0Z-WT	BETTER	1.5	10.5	13.5	150
PORK LOIN, CHOPS	6 0Z-WT	BETTER	0.0	20.8	33.1	340
RIB EYE STEAK	6 0Z-WT	BETTER	0.0	33.8	32.0	419
SKIRT STEAK	6 0Z-WT	BETTER	0.0	21.6	51.0	398
TOP SIRLOIN	6 0Z-WT	BETTER	0.0	18.9	35.2	322
PORK LOIN, BONELESS	6 0Z-WT	GOOD	0.0	15.0	46.1	326
PROSCIUTTO	6 0Z-WT	GOOD	6.0	21.0	42.0	360
RACK OF LAMB, BONE IN	6 0Z-WT	GOOD	0.0	24.9	47.6	415
BEEF JERKY, SUGAR ADDED	1 OZ-WT	AVOID	12.0	1.5	8.0	90
CANADIAN BACON	3 PCS	AVOID	1.0	2.8	9.5	68
DELI HAM	3 0Z-WT	AVOID	1.5	2.3	13.7	91
PORK TENDERLOIN	6 0Z-WT	AVOID	0.0	8.2	47.9	279
SIRLOIN STEAK	6 0Z-WT	AVOID	0.0	13.6	51.7	344
TOP ROUND ROAST	6 0Z-WT	AVOID	0.0	6.4	39.7	217

VEGETABLES

Vegetables are integral to a healthy keto diet.

Dark, leafy greens and vegetables that are grown above ground will provide you with the most nutrients and lowest amount of carbs.



ITEM	SIZE	RATING	NET CARBS (G)	FAT (G)	PROTEIN (G)	CALORIES
AVOCADO, MEDIUM	1 EACH	BEST	3.0	24.0	3.0	240
BROCCOLI	0.5 CUP	BEST	1.8	0.2	1.3	15
CABBAGE, GREEN	0.5 CUP	BEST	1.1	0.1	0.4	8
CAULIFLOWER	0.5 CUP	BEST	1.6	0.1	1.0	13
CELERY STALK	1 EACH	BEST	0.5	0.1	0.3	6
KALE	0.5 CUP	BEST	0.1	0.2	0.3	4
LETTUCE, ROMAINE	1 CUP	BEST	0.6	0.1	0.6	8
MUSHROOMS, FRESH	0.5 CUP	BEST	1.1	0.2	1.5	11
ARTICHOKE, MEDIUM	1 EACH	BETTER	6.6	0.2	4.2	61
BELL PEPPER, GREEN	0.5 CUP	BETTER	2.2	0.1	0.6	15
BELL PEPPER, RED	0.5 CUP	BETTER	2.9	0.2	0.7	23
JICAMA	0.5 CUP	BETTER	2.5	0.1	0.5	25
TOMATO, MEDIUM	1 EACH	BETTER	3.3	0.2	1.1	22
ZUCCHINI, MEDIUM	1 EACH	BETTER	4.1	0.6	2.4	33
BRUSSELS SPROUTS	6 PCS	GOOD	5.9	0.3	3.2	45
CARROTS, MEDIUM	1 EACH	GOOD	4.1	0.1	0.7	25
CUCUMBER, SLICES	0.5 CUP	GOOD	1.6	0.1	0.3	8
PEAS	0.5 CUP	GOOD	7.0	0.2	4.1	62
CORN	0.5 CUP	AVOID	14.1	0.4	2.3	66
POTATO, SWEET, MEDIUM	1 EACH	AVOID	19.2	0.1	1.8	95
POTATO, WHITE, MEDIUM	1 EACH	AVOID	28.4	0.2	3.6	147

FRUIT

Fruit is nature's candy and should be treated as an occasional indulgence. Due to high levels of naturally occurring sugar, most fruits are off-limits when following keto.

Stick to naturally tart fruits such as berries.

Avoid dried fruits and fruit juices as well as other high-net-carb options.



ITEM	SIZE	RATING	NET CARBS (G)	FAT (G)	PROTEIN (G)	CALORIES
BLACKBERRIES	0.25 CUP	BEST	1.6	0.1	0.3	19
CRANBERRIES, RAW	0.25 CUP	BEST	2.0	0.0	0.1	12
JUICE, LEMON	1 TBSP	BEST	1.3	0.0	0.1	4
JUICE, LIME	1 TBSP	BEST	1.3	0.0	0.1	4
RASPBERRIES	0.25 CUP	BEST	1.5	0.2	0.3	15
STRAWBERRIES	0.25 CUP	BEST	1.8	0.1	0.2	11
BLUEBERRIES	0.25 CUP	BETTER	4.1	0.1	0.2	20
CANTALOUPE	0.25 CUP	BETTER	3.0	0.1	0.4	14
CHERRIES	0.25 CUP	BETTER	4.9	0.3	0.4	21
HONEYDEW MELON	0.25 CUP	BETTER	3.6	0.0	0.2	15
PINEAPPLE	0.25 CUP	BETTER	4.6	0.2	0.2	21
WATERMELON	0.25 CUP	BETTER	2.6	0.2	0.2	12
GRAPES	0.25 CUP	GOOD	6.7	0.2	0.3	28
MANGO	0.25 CUP	GOOD	6.3	0.1	0.2	27
PLUM, MEDIUM	1 EACH	GOOD	6.6	0.2	0.5	31
APPLE, MEDIUM	1 EACH	AVOID	21.0	0.5	0.1	95
BANANA, SMALL	1 EACH	AVOID	16.0	0.3	0.8	72
GRAPEFRUIT	0.25 CUP	AVOID	5.2	0.1	0.4	24
ORANGE	1 EACH	AVOID	12.9	0.3	0.9	64
PEACH, MEDIUM	1 EACH	AVOID	12.1	0.4	1.3	58
TANGERINE, MEDIUM	1 EACH	AVOID	12.0	0.5	1.0	50