

EA 1

STRENGTH STARTS ON YOUR PLATE

EASY RECIPES FOR PRE AND POST WORKOUT MEALS

CONCEPT NOTE

- **Objective:**

This recipe book is designed to help teenagers and young adults integrate nutrition seamlessly into their fitness routines. It provides quick, easy, and delicious recipes tailored to different workout intensities, ensuring readers can fuel their bodies efficiently before exercise and recover effectively afterward.

- **Target Audience:**

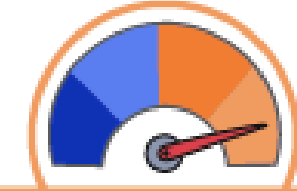
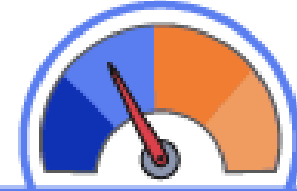
Teenagers and young adults aged 15–25.

Fitness enthusiasts ranging from beginners to moderately active individuals engaged in yoga, cardio, strength training, and more.

Those looking for simple, time-efficient, and nutritionally balanced meals.

Featuring eight **quick** and **easy** recipes tailored to **workout intensities—active recovery, low, medium, and high—the guide offers pre- and post-workout meals** that fuel energy and support recovery. Each recipe is packed with essential nutrients, including carbs for energy, protein for muscle repair, and healthy fats for sustained power, making them ideal for busy schedules. From Oats Pancakes for recovery days to Banana Smoothies for high-intensity workouts, these recipes ensure the body gets what it needs for optimal performance and repair. With added **tips on mindful eating, portion control, and nutritional insights**, this book empowers readers to cultivate sustainable healthy habits while supporting their fitness journeys with balanced, delicious, and time-efficient meals.

YOUR KEY



HIGH

Strength workout

- **Pre workout:** Banana Smoothie
- **Post workout:** Paneer wrap

MEDIUM

Strength workout

- **Pre workout:** Protein pudding
- **Post workout:** Sprouts Salad

ACTIVE

Recovery workout

- **Pre workout:** oats pancake
- **Post workout:** Chia Pudding

LOW

Strength workout

- **Pre workout:** Avocado toast
- **Post workout:** Apple donuts

FONTS AND COLOR SCHEME

The font Lowrider BB was chosen for its bold and impactful style, perfectly aligning with the dynamic and energetic theme of a workout-focused book. To complement this, Cracker Winter was selected for its playful yet bold design, resonating with the vibrant and youthful energy of the book's target audience—teenagers and young adults. For the body text, Futura PT was used due to its clean and modern appearance, creating a harmonious balance with the headline fonts while ensuring readability. Together, these fonts create a cohesive and engaging design, blending boldness with approachability to appeal to the book's audience.

LOWRIDER BB

CRACKER WINTER

Futura PT

Dark blue, orange, and black were chosen colors for the recipe book:

- Dark Blue stands for strength, focus, and stability, making it a good fit for the discipline of workouts. It also balances the brightness of orange.
- Orange shows energy, excitement, and activity, matching the lively and youthful feel of the book's teenage and young adult audience.
- Black adds boldness and sharpness, making text and key details stand out clearly while giving the design a clean and modern look.



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Name

08

CHOCO PUDDING

Servings

1 person

Prep

5 min

Chiling

Optional

Cook

none

This chocolate paneer pudding is a creamy, protein-rich treat that's perfect for post-workout recovery. The blend of paneer, cocoa, and almond milk provides essential nutrients to help repair muscles & replenish energy stores. For a vegan option, replace paneer with tofu.

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Ingredients

- cup paneer, crumbled (or tofu for a vegan option)

- 1 tsp cocoa powder

- 1 tsp honey or maple syrup

- cup almond milk

To garnish

-garnish with some nuts (optional)

Nutritional values

200	- Calories
12g	- Protein
15g	Carbohydrates
10g	Fat
2g	Fiber
6g	Sugars

Directions

Combine Ingredients:

In a blender or food processor, add ¼ cup crumbled paneer (or tofu for a vegan version), 1 teaspoon cocoa powder, 1 teaspoon honey or maple syrup, and ¼ cup almond milk.

Blend Until Smooth:

Blend the mixture until it reaches a smooth, creamy consistency.

Serve:

Serve the pudding immediately at room temperature or chill it in the refrigerator for a refreshing, post-workout treat.

Some more illustrations

Name

08

PANEER WRAP

1 person

MEASURES

COOK

5 min

10 min

PREPARE

CHILLING

none :)

This paneer wrap is a filling, protein-packed post-workout meal that helps in muscle recovery. The whole-wheat tortilla and fresh vegetables provide fiber and nutrients, while the paneer adds high-quality protein.

Directions

Prepare the Paneer:

In a small pan, heat 1 teaspoon of olive oil over medium heat. Add ½ cup of crumbled or sliced paneer and sauté for 2–3 minutes until golden brown. Season with salt, pepper, and any optional spices, like red chili flakes.

Make the Yogurt Sauce:

In a small bowl, mix 2 tablespoons of Greek yogurt with 1 teaspoon of lemon juice, salt, and pepper. Stir until well combined.

Assemble the Wrap:

Lay a whole-wheat or spinach tortilla flat on a plate. Spread a layer of yogurt sauce over the tortilla. Add the sautéed paneer, ¼ cup sliced bell peppers, and ¼ cup sliced cucumber on top of the yogurt layer. Garnish with fresh herbs like cilantro or parsley, if desired.

Wrap It Up:

Fold the sides of the tortilla over the filling and roll it tightly from the bottom to the top to form a wrap. If you like, you can grill the wrap in a pan for a few minutes on each side for extra crispiness.

Serve:

Cut the wrap in half and enjoy immediately for a satisfying post-workout meal.

Ingredients

1 whole-wheat or spinach torti-lla (or wrap of your choice)

½ cup paneer, crumbled or sliced¼ cup bell peppers, sliced (any color)

¼ cup cucumber, sliced

2 tbsp Greek yogurt (or regular yogurt)

To garnish

A pinch of red chili flakes or your favorite spices (optional)fresh herbs (like cilantro or pars

Nutritional values

200	- Calories
12g	- Protein
15g	Carbohydrates
10g	Fat
2g	Fiber
6g	Sugars

Your Mindful Eating Tip!

Post-Workout: "Listen to your body's natural signals of hunger and fullness. Take a few slow breaths before each bite, allowing yourself to relax into the meal and recover."

Choco Pudding

LAYOUT

Name

08

This chocolate paneer pudding is a creamy, protein-rich treat that's perfect for post-workout recovery. The blend of paneer, cocoa, and almond milk provides essential nutrients to help repair muscles & replenish energy stores. For a vegan option, replace paneer with tofu.

Servings

1 person

Prep

5 min

Chiling

Optional

Cook

none

Ingredients

- cup paneer, crumbled (or tofu for a vegan option)

- 1 tsp cocoa powder

- 1 tsp honey or maple syrup

- cup almond milk

To garnish

-garnish with some nuts (optional)

Nutritional values

200	- Calories
12g	- Protein
15g	Carbohydrates
10g	Fat
2g	Fiber
6g	Sugars

Directions

Combine Ingredients:

In a blender or food processor, add ¼ cup crumbled paneer (or tofu for a vegan version), 1 teaspoon cocoa powder, 1 teaspoon honey or maple syrup, and ¼ cup almond milk.

Blend Until Smooth:

Blend the mixture until it reaches a smooth, creamy consistency.

Serve:

Serve the pudding immediately at room temperature or chill it in the refrigerator for a refreshing, post-workout treat.

Your Mindful Eating Tip!

Post-Workout: "Listen to your body's natural signals of hunger and fullness. Take a few slow breaths before each bite, allowing yourself to relax into the meal and recover."

Choco Pudding

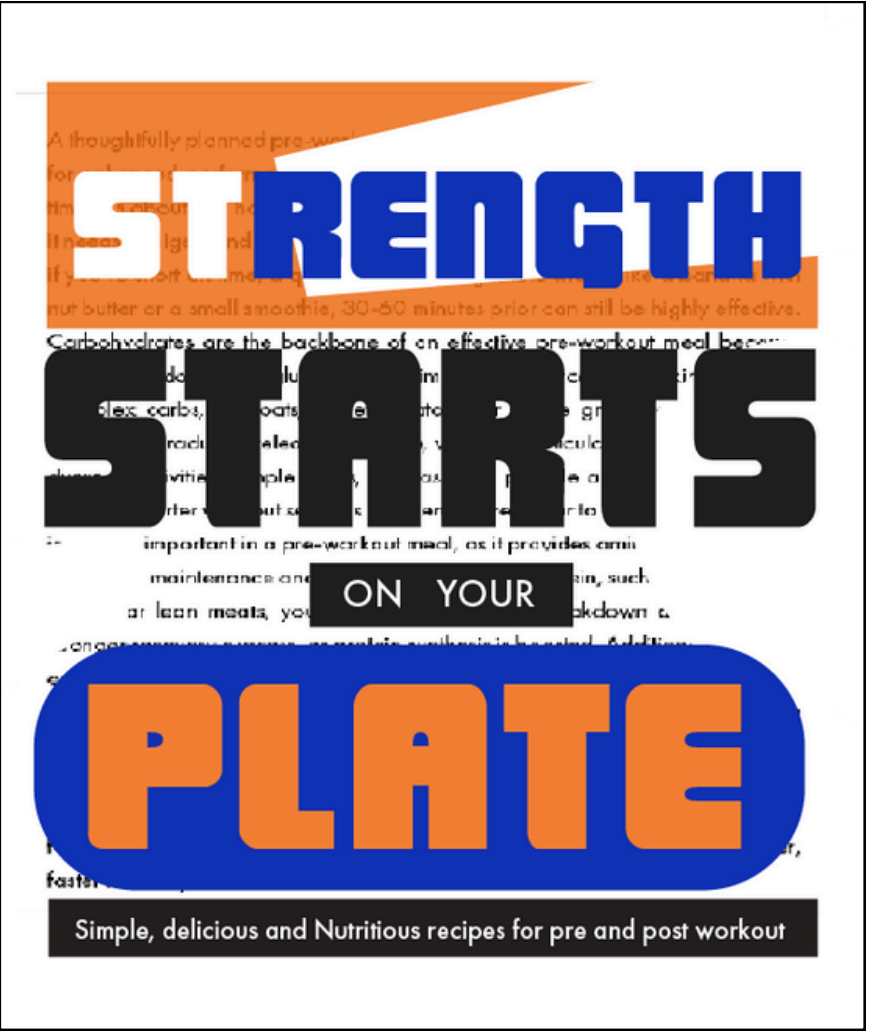
CHOCO PUDDING

ITERATIONS



COVER

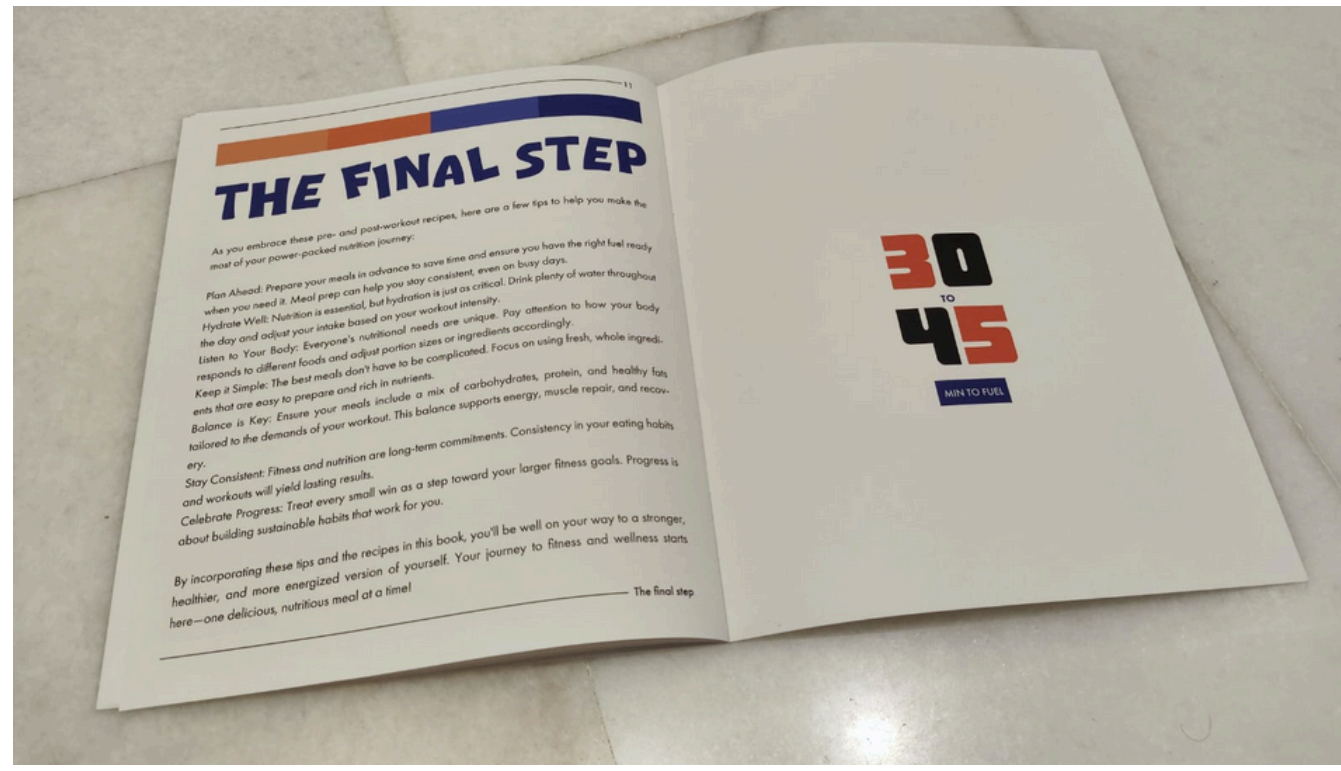
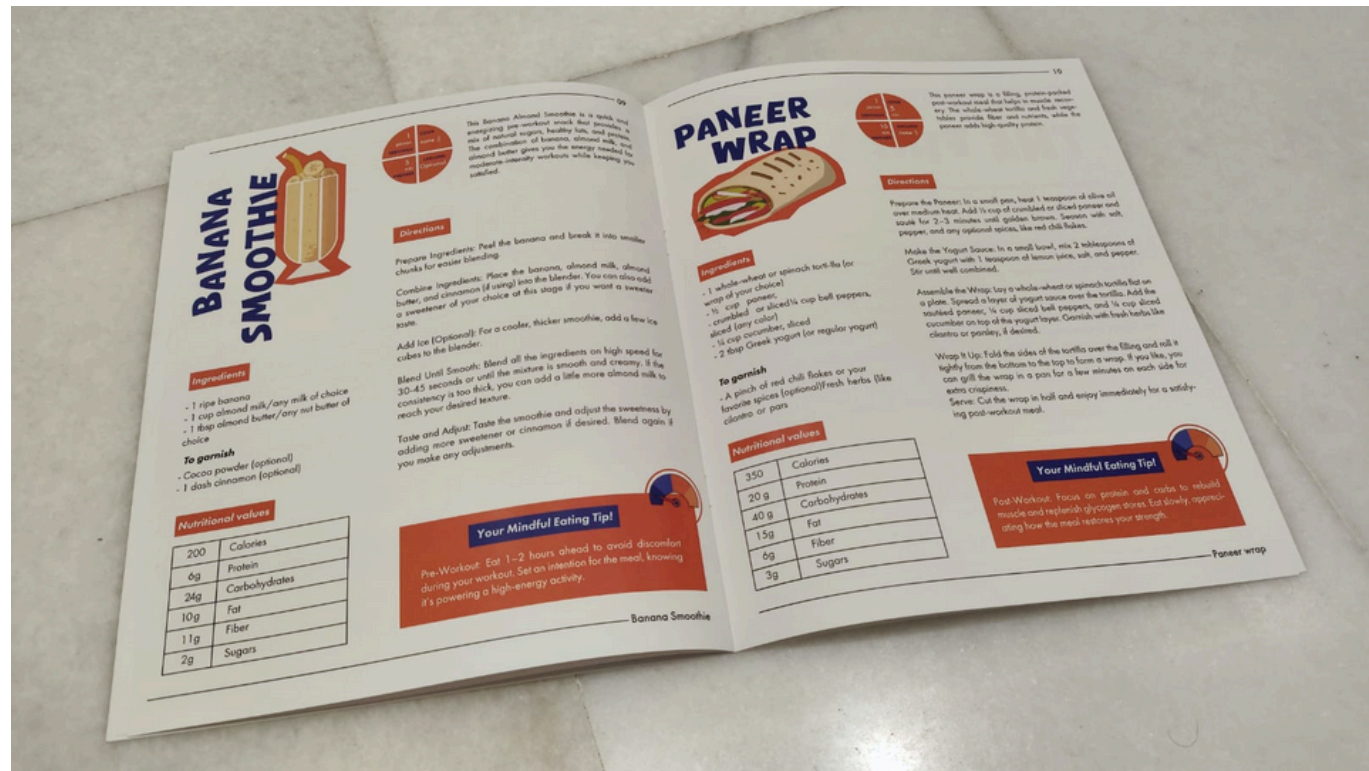
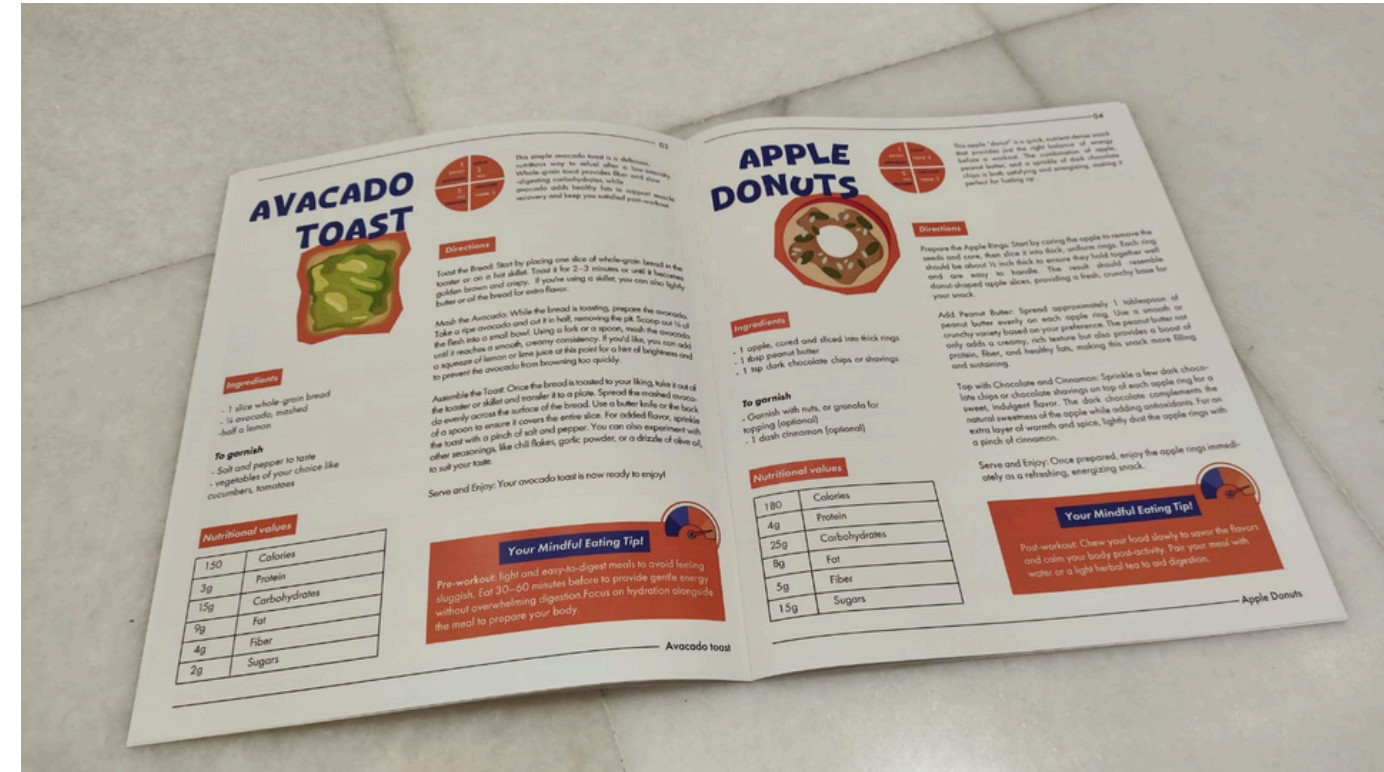
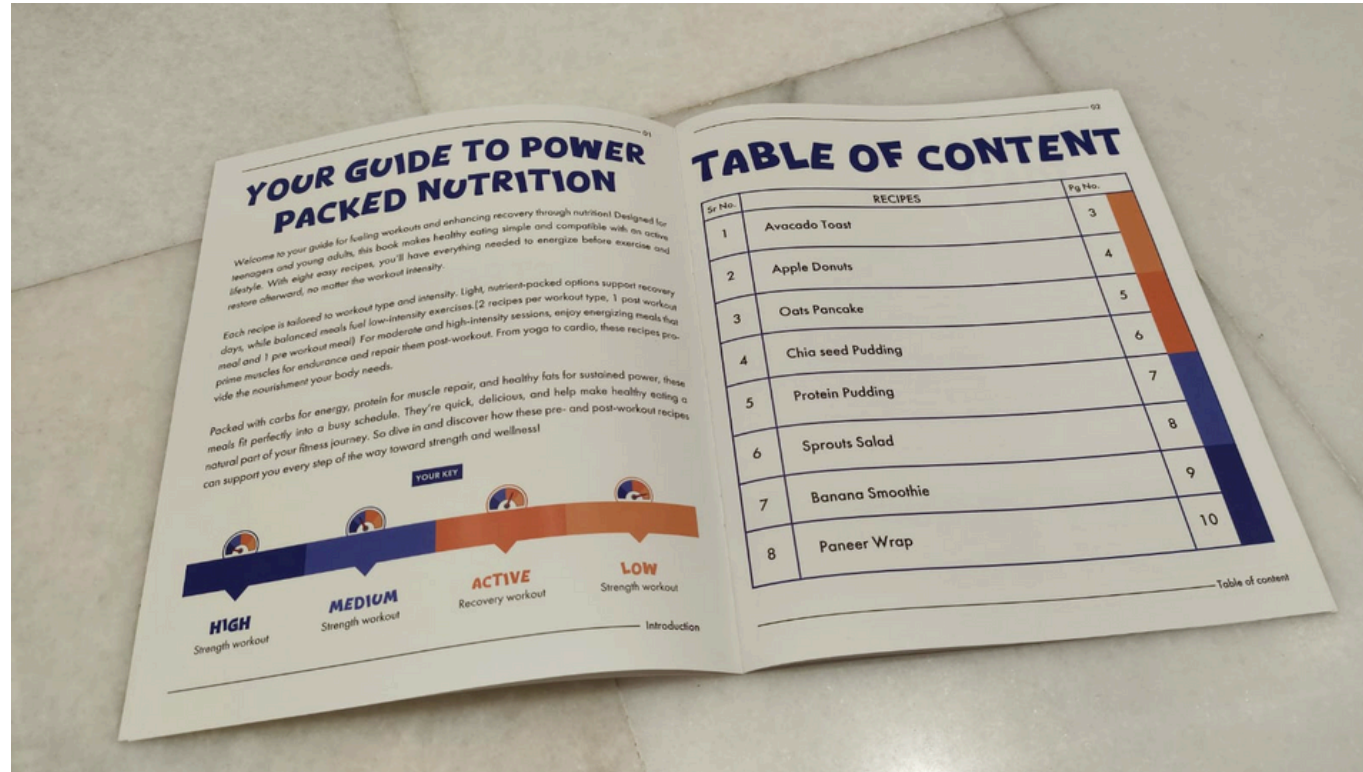
ITERATIONS



MOCKUPS



PHYSICAL PROTOTYPE



THANK YOU