

Optimal Nutrition Delivers Organic Meals Right to Your Door

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Michelle Weinstein, President of Optimal Nutrition Inc. bestows a customized door-to-door organic meal service that encourages a conveniently healthy and organic lifestyle for the busy professional, the super star celebrity, athlete and the average family. What is setting Optimal Nutrition Inc apart from all other health food regimes are their efforts to promote a healthy body and mind.

Each organic meal plan is tailored to fit the lifestyle of each client. Optimal Nutrition Inc. designs and portions each meal specifically to the client's needs based on their Basal Metabolic Rate (BMR), body fat, activity level, caloric intake and other factors. The Optimal Nutrition Inc. program drives your body to function and perform at a higher standard than any other competing meal plan. When clients put optimal nutrition in, they get optimal performance out.

LA's the Place: What made you want pursue an Organic Meal Delivery Program?

Michelle Weinstein: I was always into fitness and working out. I found the hardest part was eating right. About 70% of what you look like, feel like, etc. is the food, or fuel, that your body consumes. ONI is in the fuel business. I find it very important have proper fuel to work at your peak levels physically and mentally.

LATP: How long has Optimal Nutrition been in business?

MW: 1- 1/2 years. ONI opened its doors 2006 in San Diego. We are a national company that ships around the US.

LATP: How does Optimal Nutrition Inc. differ from all other diet plans?

MW: ONI is unique in many ways. First, every ingredient is organic and sourced fresh from the finest natural farms. Second, each meal is customized and portioned per each individuals caloric requirement and health goals. Third, ONI offers weekly delivery to both local and national clients.

LATP: What are some of the benefits of using Optimal Nutrition Inc.?

MW: The convenience of receiving meals on a weekly basis, allows for ONI's clients to enjoy more time spent with family and friends and less time at the grocery store, cooking and/or cleaning. Most importantly, ONI's clients consistently consume "clean" meals composed of whole organic ingredients that have been personalized just for them. As a result, their clients experience increased energy levels and better overall health.



LATP: What are some of the more popular dishes?

MW: Some of our most popular dishes are our healthy tasty pizzas. Our amazing turkey enchiladas and our ever popular Turkey burger



recipes.

LATP: How exactly are meals tailored to the needs of the consumers?

MW: To determine how many calories each client needs to consume on a daily basis, ONI gathers a few important facts: gender, age, height, weight, activity level and weight goal, to name a few. The total daily calories are then divided into 5 to 6 well-balanced meals per day, which allows for

sustained energy levels throughout the day. ONI also offers a selection of Gluten Free and Vegetarian Meals for those on restricted diets. In addition, we can further get in detail with an appointment with one of our Registered Dieticians on staff. We can do consultations in person or via phone.

LATP: Why do you think organic foods have become so popular?

MW: A greater number of people are beginning to place more importance on what they eat. Since organic foods are pesticide free, more nutritious and better tasting they can be considered the perfect "fuel" for our bodies. Certified organic foods in the United States are grown and processed free of pesticides, antibiotics, and hormones. Organic food was meant for humans to eat, not contaminated with chemicals designed to kill bugs or stimulate animal growth. It is true that eating non-organic fruits and vegetables is better than eating no fruits or vegetables; however, it is nearly impossible to determine, through research, the long-term effects of pesticides in the body, so think of choosing organic foods as an investment in your future.

LATP: What type of person would be more prone to using Optimal Nutrition Inc.?

MW: ONI's services are valued by busy single professionals to growing families who are short on time and appreciate the quality and taste of well prepared organic meals. ONI also works with a plethora of athletes, who require and depend upon quality nutrition. They greatly value ONI's dedication to providing the proper fuel to improve their strength, endurance, power, and overall performance.

LATP: What does a meal plan consist of?

MW: ONI's complete meal plan consists of a super nutritious smoothie for breakfast, a calorie-specific meal for lunch, another calorie-specific meal for dinner, and either 1 or 2 meal replacement bars, the very popular 91 Bar, depending upon each client's total daily calories as a mid-morning and mid-afternoon snack. ONI also offers many other meal plan packages that can accommodate various lifestyles.

LATP: What is the best success story you have received from a client?

MW: The best success story of a client was someone who had to lose weight in order to do a bike ride from San Francisco to San Diego. This person worked so hard cycling, lifting weights, and now eating right. Through proper exercise and diet, they were able to successfully finish the ride.

LATP: How would a client go about placing an order?

MW: Using our website at www.optimalnutritioninc.com or calling us at (858)202-0445.

LATP: Do you currently have any celebrity athletes or actors using the product?

MW: Yes. We have celebrities that range from athletes such as Marshall Faulk to playmates of the year such as Sara Underwood.

LATP: How often is your interaction with the client during the program?

MW: ONI is dedicated to providing exceptional customer service with a personal touch. As a result, ONI representatives will conduct frequent customer service follow up phone calls and emails. The staff dieticians also remain in contact with clients. We always like to hear from our clients via email and phone.

LATP: Is the packaging for Optimal Nutrition Meals environmentally friendly?

MW: Our meals containers are recyclable.

LATP: How does one go about signing up with Optimal Nutrition Inc.?

MW: Using our website at www.optimalnutritioninc.com or calling us at (858)202-0445

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