



Getting started
a little booklet to get you going



We've prepared you something. You have a box of Jake in front of you. The box contains everything you really need. You can go straight for the products if you'd like to.

This booklet is here to provide you with a bit of information about what's in your box. Although the concept is simple, there's a lot to discover when it comes to complete food.

We think complete foods are about as exciting as food gets today. We'd love to share that excitement with you.

With Jake you're always
prepared for the unprepared.

- *Team Jake*

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1 COMPLETE FOOD

A tomato isn't healthy because of its red colour, round exterior or sweet taste. It's healthy because it provides us with the nutrients we need.

Jake is created based on the understanding that we don't need tomatoes, potatoes or any other specific type of food.

What we need are the right nutrients, in the right amounts, found within these foods.

Getting all the nutrients through normal foods is a complete mystery. Jake's nutritional profile is based on the official Recommended Daily Allowances (RDA) as provided by the European Food Safety Authority and formulated by our dedicated nutritional team.

2 HISTORY

The concept of complete food isn't new. It has been around for decades, reserved to places where more care for nutrition is needed.

A good example is the infant formula, which is nothing less than complete food for babies. The first infant formula was introduced in the 19th century.

After the discovery of vitamins in the early 20th century, the infant formula really started to look like the complete food it is today.

Other examples are complete foods used for medical purposes, and - yes, ok - space food. Only since a couple of years, complete foods have started to become a thing for everyone.



Nestlé's Milk Food For Infant Children, 1910



3 FUTURE

With the shake, we introduced our first complete meal in the beginning of 2015.

Since, we've been working on further development. Ingredients have been replaced, flavours changed, new products were added, and the meals have gotten easier.

Complete foods are a big step forward from any existing type of food. Nevertheless, they're still in their early days. We're working on new forms, flavours and further personalisation.

4 NUTRITION

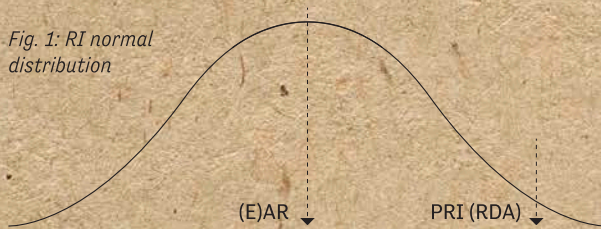
Complete foods provide every nutrient we need. To get a grasp of what that means, there's an overview of the six major groups of nutrients on pages 12 and 13.

Except for water, each group is comprised of many different compounds. Fats, for example, can be subdivided into saturated, mono-unsaturated and poly-unsaturated fats.

And if we zoom in further, we find over thirty different saturated fats alone. Each with its own unique metabolic properties.

We need these fats in different, sometimes relative, amounts. The same goes for the other groups of nutrients. Making nutrition a pretty complex matter.

Fig. 1: RI normal distribution



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EFSA, RDA, RI?

Which nutrients do we need? And in what amount do we need them? These questions have been the subject of research on food for decades.

Nutrition and human health research are ever growing fields of study. Between 2007 and 2013, over 2000 peer-reviewed studies were published on vitamin D alone.

In the EU, the European Food Safety Authority (EFSA) is tasked with compiling all those studies and distilling from them the nutritional guidelines that we know as the Reference Intakes (RI).

The Population Reference Intakes (known as RDA in the US) and the Average Intakes specify the intakes that are adequate for virtually all people within a population group.

RI are especially interesting for essential nutrients. 'Essential' means that our body needs a nutrient but can't produce it in sufficient amounts itself. Which means that we can only get these nutrients from our diet.

Proteins

Proteins are the building blocks of the body. They provide structure to every cell, from our bones to skin and hair. Protein can also be used for energy, when other resources don't suffice. Proteins are made of amino acids. Some amino acids are essential.

Fats

Fats provide and store energy and support many other vital functions, such as vitamin and mineral absorption and blood clotting. Some fats should be avoided, but don't make the mistake of avoiding fats altogether: essential fatty acids omega-3 and omega-6 are vital to our health.

Carbohydrates

Carbs are our main source of energy. When not used for energy, carbohydrates are stored in the body as fat for later use. Carbs are not essential: our body can also get its energy from protein and fats. Fibres are carbs we can't digest. They help with digestion, blood sugar control and satiety.

Vitamins

Vitamins are essential organic compounds that help our body function. Vitamins have thousands of roles in our body. Although vitamins do not provide energy themselves, they do, amongst many other things, help our body transport, produce, use, and store energy.

Water

You can go for weeks without food, but you can't last more than a few days without water. Water is crucial for every system in our body. In fact, about 60 percent of our weight is water. We need about 2-4 litres of water per day, which should come from food and beverages.

Minerals

Dietary minerals are essential chemical elements such as calcium, iron, copper and potassium. Minerals are the elements our cells are made of. They're part of every compound in our body. And therefore, every process in our body depends on the presence of minerals.



CONTINUED FROM PAGE 10

4 NUTRITION

Every food contains a different combination of nutrients.

A strawberry provides sugar, fibres and some vitamins, but barely provides protein, fats or minerals like selenium or iodine.

To get every nutrient your body needs, you'll need to combine different foods and ingredients that, together, form a complete diet.

Eating a complete diet is like solving a puzzle. And to solve it right, you need to know which nutrients we need and which ingredients provide those nutrients.

With proper knowledge and by extensively varying our diet, it's doable. But it takes time and effort that we could well spend on other things we'd like to spend it on.

CONTINUES ON PAGE 16 →

4 NUTRITION

With Jake, we've created food based on its nutritional profile, which allowed us to form the right balance between every nutrient we need.

When you eat the right ratio of carbs, proteins and fats, your blood sugar level remains stable, which results in a steady flow of energy without the swings.

But most benefits are only noticed in the long run, as they manifest more gradually. Essential nutrients like omega-3 and omega-6 show their benefits over a period of years.

And it doesn't stop there. Your physical health affects how you feel mentally as well. What you eat is connected to your entire being. Eating well is incredibly important.





VITAMINBAR
— JAKE — CARAMEL SEASALT —

5 USING JAKE

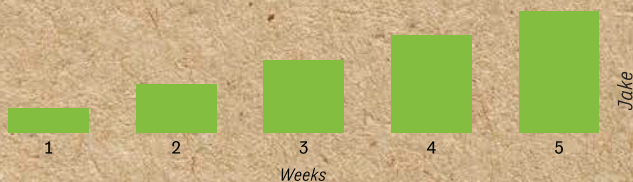
Start gradually.

You can have Jake whenever and wherever you want. Jake is not a diet or program, Jake is food. There are no rules to follow. Use it the way that suits you best.

If you're planning on having Jake multiple times a day, please note the following.

Your body is used to the good and the bad of the foods you've been eating up until today. Your digestive system, metabolism, and even your sense of smell have adapted to your diet.

Therefore, we advise to always start with about one meal of Jake every other day. After you've had Jake a few times, you can gradually build up your frequency of use.



THE SHAKE

The shakes are plant-based, vegan, complete meals that provide you with every nutrient you need.

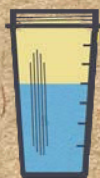
Every pouch contains exactly 1 meal. Don't mistake the meal replacement shakes for a snack, they solve your hunger for about 4-5 hours.

About 85% of the people that use Jake use the shakes either as a breakfast or as lunch. The pouch fits into the shaker, making it easy to bring with you anywhere. Use the shake whenever it suits you best.

There are no rules to follow when it comes to preparing a shake. Use it the way that suits you best. Here's how you prepare a shake:



Add ~ 400ml water



Add 1 pouch of Jake®



Shake for 5 - 20 seconds

You can play around with the recipe. Use a bit less water to get a smoother shake, or add a cold espresso for an energizing breakfast.



original

banana flavour

Eating healthy can be hard sometimes.
That's why we've prepared you something.

Jake is everything you need in one meal.
And when you get all the right nutrients
you are ready for whatever life throws at you.

Jake. Prepared for the unprepared.

100%
complete meal

100%
recyclable

100%
vegan

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And when you get all the right nutrients
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100%
complete meal

100%
recyclable



THE BAR

With the Vitaminbar, you're holding the most densely nutritious food yet. It's a plant-based bar with 20 grams of protein and 25% of every vitamin and mineral. It's exactly what you're used to from Jake, easier than ever.

We've asked when people use the Vitaminbar and it seems that we like a good snack around 4PM. Secondly, the bar is used as a light breakfast.

One of the great advantages of the bar is that it's completely stand-alone. It doesn't need refrigeration and it stays fresh for about 6-10 months. Bring the bar with you anywhere or just store it at those places where you know they'll come in handy.

Fellow Jake fans often use the bar in the gym, on the road, in meetings or inbetween meals.

READY TO DRINK

With this drink you're more than prepared for the unprepared. The ready to drink comes with a smooth texture and a fine vanilla taste. Besides that, the ready to drink meals are similar to what you are used to from us: a vegan, complete meal that provides your body with every nutrient you need. Each drink is equal to a meal, which contains 20% of your RDA in vitamins and minerals.

The drink takes zero preparation time and is balanced out with the right amount of protein, essential fats, carbohydrates and vitamins and minerals. It's a great drink to use in between meals to satisfy your hunger, but it's also a great substitute for a quick breakfast!

Here's how you prepare the drink:

Store cooled and out of direct sunlight. Give it a shake before opening. The longer you shake, the less oats will stay rested on the bottom. But 10 seconds should do the trick. Enjoy your meal!





KETO

With less than 6gr of carbs per meal, combined with all essential vitamins and minerals like you're used to from Jake, the Keto shake is the perfect shake to support your Keto Lifestyle.

Keto is a diet consisting mainly of high-fats, moderate proteins and very few carbs. The macronutrients are divided into 55%-60% fat, 30%-35% protein and 5%-10% carbohydrates. Based on 2000 kcal per day that would mean 20 to 50 grams of carbohydrates per day.

By eating Keto (and only Keto), your body will eventually go into ketosis. You enter Ketosis if you consume very few carbohydrates, which means your body will get energy from your fat reserves instead of the carbohydrate reserves. The moment at which this actually happens differs from person to person.

*Please note that a Keto diet only works if you make sure all your meals are ketogenic: high in fats, low in carbs.

Preparing the Keto shake is easy, add 300ml water to your shaker and add the Keto pouch next. Give it a good shake for 10 seconds and your Keto meal is ready!

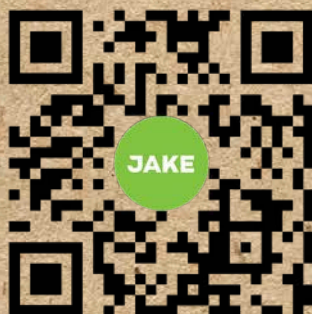
QR SCAN

Maybe you've found out already, or have noticed the QR on the back products.

You can find mealtips, flavour combinations and instructions on how to prepare your meal replacements.

How do you get there? Simply grab your phone or tablet and point your camera at the QR-code on the back of the product.

Try it out on the QR-code below!



SCAN ME

SCAN ME

for tips & tricks

	per 100g (*)	per 175g (*)
Energy/Energy (kJ)	1793	3138
(kcal)	428 (21%)	749 (37%)
Vetten/Fat (g)	15	27
Verzadigd/Saturated	1.7	2.9
Koolhydraten/Carbohydrates (g)	48	84
Suikers/Sugars	12.3	21.6
Vezels/Fibre (g)	7.1	12.4
Eiwitten/Protein (g)	23	41
Zout/Salt (g)	0.5	0.8



per 100g (***) per 175g (***)

Vitamine/Vitamin A (µg)	115 (14%)	203 (25%)
Vitamine/Vitamin D (µg)	0.7 (13%)	1.3 (25%)

Vitamin E (mg)	1.7	(14%)	3	(25%)
Vitamin K (mg)	10.9	(14%)	19	(25%)
Vitamin C (mg)	11.6	(14%)	20.3	(25%)
Thiamin (mg)	0.2	(14%)	0.3	(25%)
Riboflavin (mg)	0.2	(14%)	0.4	(25%)
Niacin (mg)	2.3	(14%)	4.1	(25%)
Vitamin B6 (mg)	0.2	(14%)	0.4	(25%)
Folic acid (mg)	28.9	(14%)	50.7	(25%)
Vitamin B12 (mg)	0.5	(21%)	0.9	(38%)
Biotin (mg)	7.2	(14%)	12.7	(25%)
Pantoic acid (mg)	0.9	(14%)	1.5	(25%)
Potassium (mg)	290	(14%)	507	(25%)
Chloride (mg)	116	(14%)	203	(25%)
Calcium (mg)				

Calcium (mg)	116 (14%)	203 (25%)
Fertilizer Phosphorus (mg)	101 (14%)	176 (25%)
Magnesium (mg)	54.3 (14%)	95 (25%)
Copper/Iron (mg)	2 (14%)	3.5 (25%)
Zinc/TiO ₂ (mg)		

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6 OUR MISSION

We believe that we, as the world, can do better. We need to work towards a healthier world, with healthier people. That's why our mission is to make eating healthy easy. We hear you think, how does that help?

We believe that the best way to help people change their bad habits, is by offering a better option. And, that would be complete food that is vegan, plant based and easy to make. These features could mean a world of difference.

What we eat is incredibly important for our health. Every cell in our body is made from the food that we put into our mouths.

But despite of all the knowledge we have of nutrition, half of the Western population is overweight. And even though we're overfed, we're getting too little of many essential nutrients.

Meanwhile, the meat industry is accountable for a third of all CO2-emission, 34% of the earth's land has turned to desert and over 110 species are lost every day as rainforest is making room for agriculture.

REFER A FRIEND

Are you loving Jake? Introduce a friend online and you'll both get €10,- to spend on Jake!

All you have to do is visit our website or look at the flyer in your starter box. You can refer as many friends as you want, so you can enjoy Jake together.

It works like this:

1. Log into your account at jakefood.com
2. Go to referrals and refer your friend(s)
3. Your friend gets €10,- off on their first order
4. You get €10,- worth of credit in your Jake account after your friend placed their first order



EVERY MEAL COUNTS

We can do better. We need to work towards a healthier world, with healthier inhabitants.

Our solution? Complete food that has 100% recyclable packaging, is 100% plant-based and completely vegan. These features mean a world of difference.

With every 20 meals of Jake, you save:



11000 liter



12 kg



14 m²

WHAT DO YOU THINK?

Your feedback is very important to us. Whether you love the products or completely hate them, let us know.

You can reach us on social media, our forum, or just send our lovely customer support an email at info@jakefood.com.

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