



Answers To The Questions We Always Get Asked



- **No, we don't supply food;** we deliver outcomes-based, mealtime content personalized for individual and household health that also focuses on easy to prepare and easy on the grocery budget. Simultaneously, we catalyze substantial upsides to the organizations subscribing to our interactive content for their stakeholders and constituents.
- **We subscribe to the Dietary Guidelines for Americans,** a moderation versus deprivation approach, rebalancing the plate, increasing the amount of fiber in the daily diet, and engaging whole households to get onto the same eat-better page. Our foundational guidelines were developed in collaboration with professionals from the Feinberg School of Medicine at Northwestern University and in partnership with the United States Department of Agriculture (USDA).

The World Health Organization (WHO) and its new [landmark study](#) recently confirmed that Mainstay's approach to eating better is maximizing health for most anyone. Since our inception, we have advocated 25 grams of fiber each day and incorporated the appropriate ingredients into our menus...even coining the phrase, "fiberizing." WHO now concludes that a fiber-rich diet is not only the super solution materially reducing obesity, diabetes, heart disease and cancer, but it is leading to longer life.

- **Healthier food doesn't have to cost more.** Throughout the years, we've consistently facilitated a 10 to 20% decrease in grocery expense for households while health improves and good taste and satisfying portions rule the day. Most people believe food cost savings come from lower per ingredient cost; instead, savings are largely based on adherence to a well-constructed menu/shopping list.
- **We're not opposed to physical activity.** For most of us, though, exercise typically only enhances tone, balance and cardio. After all, it takes one hour of vigorous walking to burn off the calories from a single can of soda pop. Then there's the plain, simple truth that exercise is optional, whereas we all have to eat.

The great news is...we've witnessed over and over again that improved health as a result of better nutrition leads to an increase in physical activity and a more energetic, enthusiastic lifestyle. And fitting into cool-looking jeans.

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