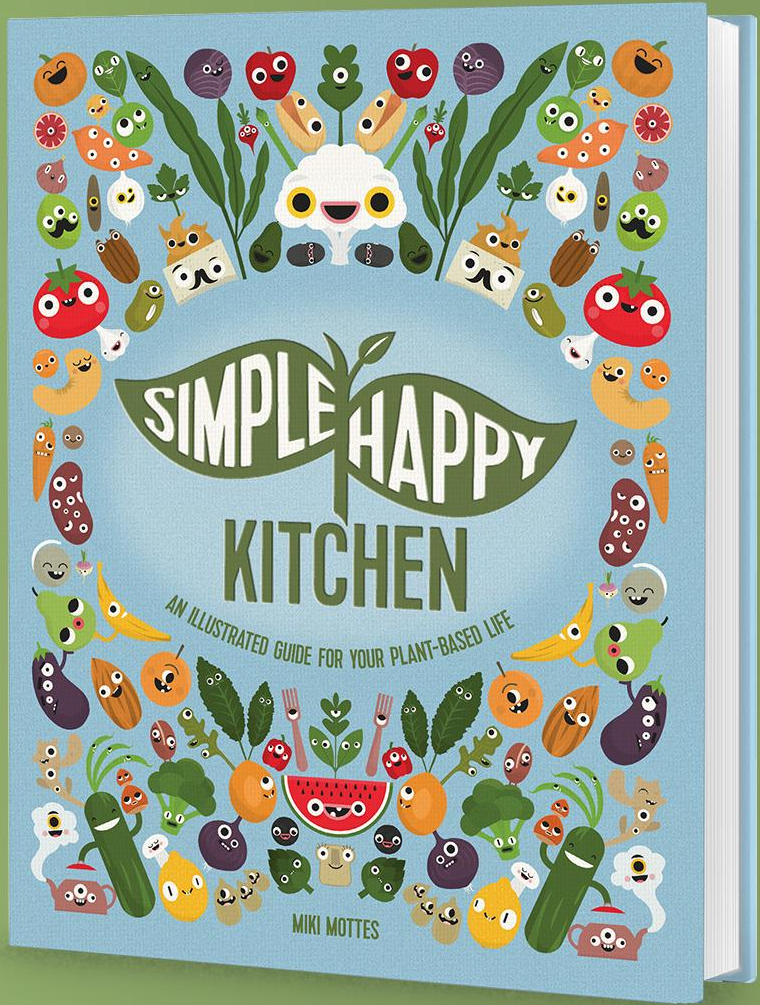


THE SIMPLE HAPPY KITCHEN BOOK



TO BE
RELEASED
JUNE 25TH



THE FIRST ILLUSTRATED GUIDE FOR YOUR PLANT-BASED LIFE

Simple Happy Kitchen is the first fully illustrated guide book for plant-based nutrition.

Why a guide book?

Plant-based lifestyle is now more popular than ever, spreading far beyond the vegan community. The demand for factual yet easy-to-understand resources is increasing massively.

The problem? No enough good resources - most available information is either too complicated or simply boring.



WHAT'S IN THE BOOK?



All information in the book is based on studies and reliable data, and readers can easily find the references cited in the book and website. All nutrition information is written and verified by clinical nutritionists and by other experts.

9 CHAPTERS AND DOZENS OF PAGES COVERING THE PLANT-BASED WORLD

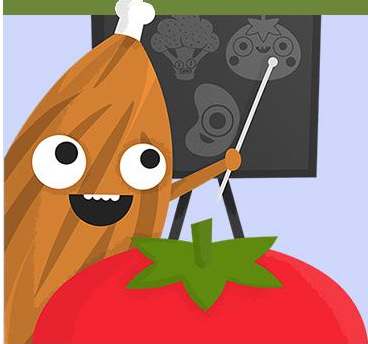
1 INTRODUCTION & BENEFITS



2 HOW TO DO IT?



3 PLANNING



4 SUBSTITUTES & IDEAS



5 NUTRIENTS



6 KIDS & FAMILY



7 EXERCISE & WEIGHT



8 ANIMALS & ENVIRONMENT



9 SIMPLE GUIDES



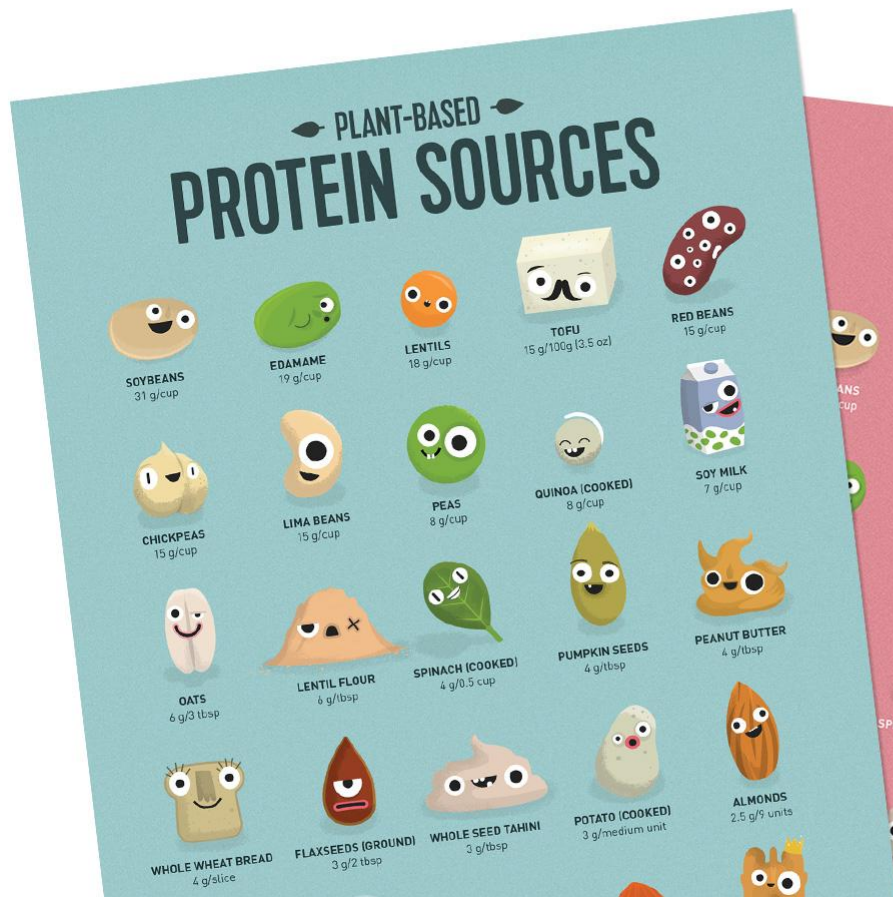
PAGE SAMPLES



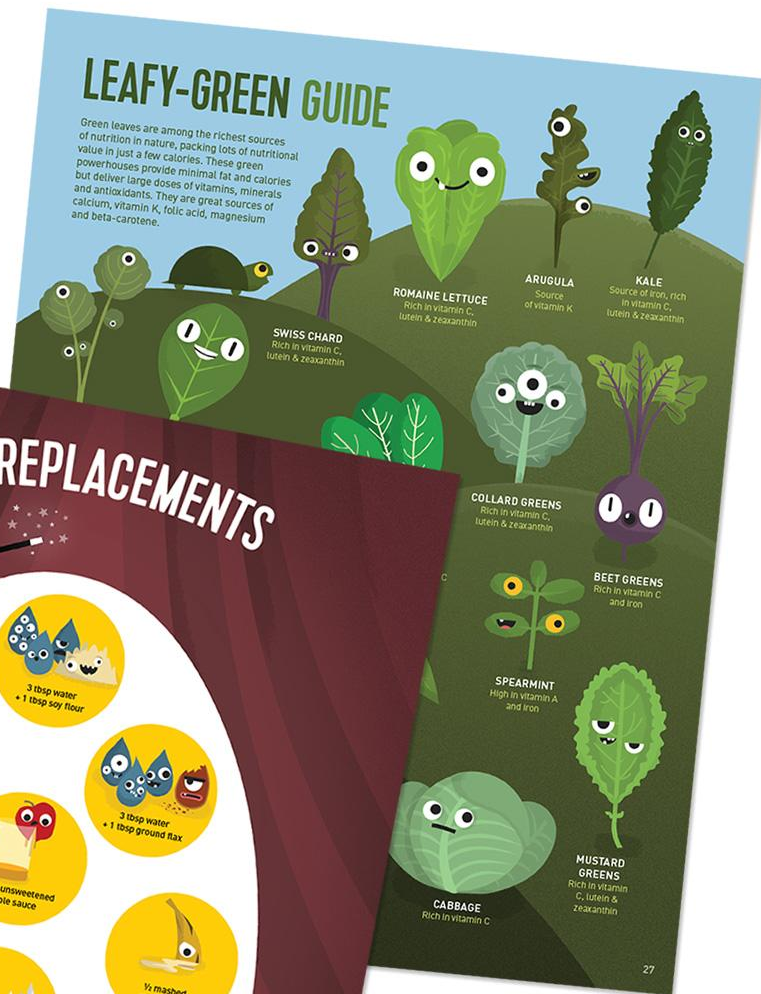
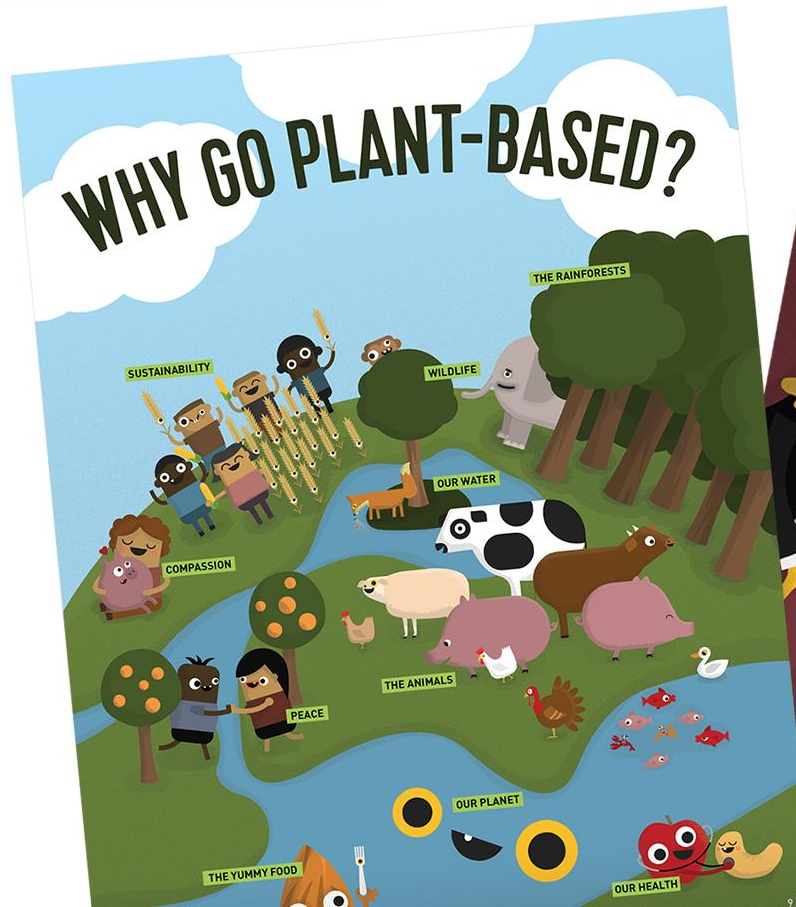
**A SMALL TASTE
OF THE BOOK**

PAGE SAMPLES

Easy-to-follow-charts! Find the best sources of plant-based protein, iron and calcium, provided in highest to lowest values for simple reference.



PAGE SAMPLES



BUDGET-FRIENDLY MEAL PLAN

When you're trying to stick to a budget, meal planning and cooking at home can help you save some serious cash. Use this meal planner to create affordable, delicious, easy-to-make meals with low-cost, easy-to-find ingredients. Choose one option from each category, or use these ideas as inspiration to create similar menus.

BREAKFAST



Oat porridge



Chia pudding + fruit



Soy yogurt + fruit + nuts



Whole-grain cereals + soy milk + fruit

MID-MORNING SNACK



SUPERFOODS

No precise, formal definition exists for "superfoods." The common claim is that these foods are more nutritious than other foods and therefore offer medicinal properties. However, this has not been scientifically proven. It is claimed that they have significant advantages, especially in antioxidant content, over the usual foods we know. Because of this, some exotic superfoods are sold at inflated prices and can't be found in regular supermarkets.

The fact is, we can find many antioxidants in our daily foods. Some even contain more antioxidants than the so-called superfoods.

Does this mean you shouldn't eat products labeled "superfood"? No. You can include them in your menu, but you don't need to do it at the expense of the regular vegetables, fruits, seeds, and legumes you already know and love.



PURPLE GRAPES

Top source of antioxidants. Protects from cell damage.

PUMPKIN SEEDS

Top source of zinc. Boosts immune system and helps heal wounds.

KALE

Top source of lutein and zeaxanthin. Protects and improves eyesight.

YELLOW BELL PEPPER

Top source of Vitamin C. Increases plant iron absorption.

SOY

Top source of high quality protein, rich in iron, calcium, and phytochemicals. Contributes health-essential nutrients.

CHIA SEEDS

Top source of omega-3. Promotes a healthy lipid profile.

SWEET POTATO

Top source of beta-carotene. Protects the skin and surface of the eye for healthy vision.

TARHINI

Top source of calcium. Promotes bone health.

WATERMELON

Top source of lycopene. Acts as a strong antioxidant agent.

SAY HOMEMADE CHEESE



COCONUT CREAM CHEESE



- Using a whisk or mixer, combine 1 tsp probiotic powder and 2 cups unsweetened coconut cream.
- Place mixture in a cheesecloth pouch, then place pouch in a strainer. (Put the strainer inside a bowl to avoid a mess!) Cover and store in a dark place at room temperature for at least 24 hours. Tip: The longer it sits, the more tangy it will be. Taste occasionally to discover when it reaches the perfect flavor.
- Remove the cream from the pouch and place in a bowl. Add a pinch of sea salt and any other favorite flavorings you prefer. Cover and chill in the refrigerator for 5 hours or until firm.

PREGNANCY & LACTATION

VITAMIN B12

PLAYS A ROLE IN BLOOD-CELL FORMATION AND PROPER NERVOUS SYSTEM FUNCTION.

A DEFICIENCY MAY LEAD TO:



This vitamin is synthesized by creatures like bacteria, fungi and algae.



The human intestines are also home to B12-producing bacteria, but we aren't sure how much gets absorbed. Most of the production occurs so far into the colon that it ends up in feces.

Plant foods may have some B12 if contaminated by B12-producing bacteria. Animals might get this vitamin by eating these plants or by absorbing B12 made by their intestinal bacteria.

In developed countries, before food is marketed, it typically loses almost all of its B12 content when cleaned of contaminants. This includes B12-producing bacteria. Still, it is recommended we wash our food to avoid illness.

Some foods contain vitamin B12 analogs. This inactive form of the vitamin may be converted to active B12.

Some foods, like fermented vegetables and algae (such as spirulina), may contain B12 in unknown amounts, but since they are not a reliable source, they are not a reliable source.

How can you make sure you are getting enough B12? Fortified foods are one option, when eaten in satisfying amounts on a regular basis. B12 supplements offer a simple alternative. With either option, you should get through increased food consumption.



It is well known that maternal diet and lifestyle choices shape the long-term health of both mother and child. While diet is essential to eat a varied, nutrient-rich plant-based diet, but doing so while pregnant and lactating is even more important.

Research indicates that vegan pregnancy outcomes, such as birth weight and pregnancy duration, are similar to those of non-vegan pregnancies. Maternal diets high in plant-based foods may reduce the risk of pregnancy complications, gestational diabetes, and may reduce the risk of low birth weight and gestational weight gain.

The key points: Stay active and eat a diet that includes the right supplements.

Nutritional factors to be considered in the third trimester, you need to increase your intake of iron. Don't worry, this increase is around 300 calories, which is a small increase in your increased appetite.

Several nutrients are essential immediately prior to, during, and right after pregnancy. Some you should get through increased food consumption.



THE SIMPLE HAPPY GUIDE TO SPICES

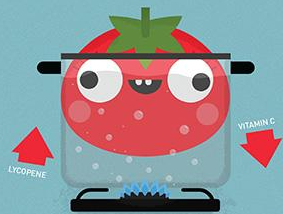


PAGE SAMPLES

Simple Happy Kitchen will expose you to the wonderful wide variety of plant-based food so you can understand what you can do, how to get all your nutrients, and enjoy all sorts of tasty dishes.



TIPS TO PRESERVE NUTRIENTS



COOKED TOMATOES PROVIDE MORE LYCOPENE

Cooking tomatoes breaks down plant cells to release more lycopene... but it may also reduce the vitamin content. Mix cooked and raw to get the highest nutritional value.



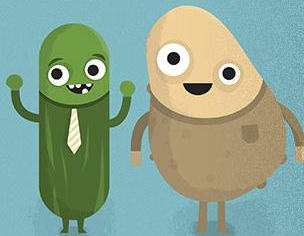
SOAK AND SPROUT

This process removes much of the phytic acid and other anti-nutrients and unlocks protein and minerals so our bodies can more easily absorb them. Sprouting also increases vitamin content, and it makes food easier to digest.



CAROTENOIDS

Carotenoids provide vitamin A and are a strong antioxidant. The darker the veggie, the greater the carotenoid content. To enhance carotenoid absorption, cook vegetables and add a little oil.



DO NOT PEEL VEGETABLES AND FRUITS

The peel contains vitamins, minerals, and a significant amount of dietary fiber. Wash fruits and vegetables thoroughly and eat them whole.

STEAM VEGETABLES INSTEAD OF BOILING

Steaming is one of the best ways to preserve nutrients, water soluble vitamins, and minerals. Since the vegetables don't come in contact with cooking water during steaming, they lose fewer vitamins and minerals!



PAGE SAMPLES

Extend the life of your groceries with this visualized chart providing instructions for the best treatment of your fruits and veggies, so you can keep each one at its happiest!



**SIMPLE HAPPY KITCHEN
FOCUSES ON MORE THAN JUST
NUTRIENTS. IT HELPS YOU WITH
EVERYDAY FOOD TOPICS SUCH
AS STORING FOOD.**

GROCERY STORAGE GUIDE

1 BELL PEPPER Refrigerator shelf Plastic bag 1 week	11 APPLE Refrigerator drawer Unwrapped 3 weeks	20 GINGER Refrigerator shelf Unwrapped 1 month	28 AVOCADO Countertop to ripen, Refrigerator shelf when ripe Unwrapped 4 days once ripe
2 CITRUS Refrigerator shelf Unwrapped 2 weeks	12 AVOCADO (HALVED) Refrigerator shelf Brushed with lemon juice, plastic-wrapped 1 day	21 MUSHROOM Refrigerator shelf Paper bag 3 days	29 RUM Countertop to ripen, Refrigerator shelf when ripe Unwrapped 5 days once ripe
3 CITRUS (HALVED) Refrigerator shelf Plastic-wrapped 2-3 days	13 BROCCOLI Refrigerator drawer Plastic bag 3 weeks	22 RADISH Refrigerator shelf Plastic bag + paper towel 2 weeks	30 SWEET POTATO Dark pantry Paper bag 2 weeks
4 GINGER (CUT) Refrigerator shelf Plastic bag + paper towel 1-2 weeks	14 GRAPES Refrigerator drawer Perforated plastic bag 1-2 weeks	23 BANANA Countertop Unwrapped 3 days once ripe	31 ONION Dark pantry Unwrapped 1-2 months
5 BEET Refrigerator shelf Plastic bag 2 weeks	15 BERRIES Refrigerator drawer Uncovered, vented container 3-5 days	24 PEAR Countertop Unwrapped 4 days once ripe	32 GARLIC Dark pantry Unwrapped 2 months
6 ASPARAGUS Refrigerator shelf Stems in water, lightly covered with plastic 2 weeks	16 HEAD OF LETTUCE Refrigerator drawer Plastic bag + paper towel 5 days	25 TOMATO Countertop Unwrapped, vented container 5 days	33 POTATO Dark pantry Unwrapped 1-2 months
7 MELON (HALVED) Refrigerator shelf Plastic-wrapped 7-10 days	17 CUCUMBER Refrigerator drawer Plastic-wrapped 1 week	26 MELON Countertop Unwrapped 5 days once ripe	34 WINTER SQUASH Dark pantry Unwrapped 2 months
8 SALAD GREENS Refrigerator drawer Plastic container layered with paper towels 10 days	18 CAULIFLOWER Refrigerator drawer Plastic-wrapped 5 days	27 PEACH Countertop to ripen, Refrigerator shelf when ripe Unwrapped 5 days once ripe	35 GINGER CAT This cat is not a food. Don't eat the cat.
9 GREEN BEANS Refrigerator drawer Plastic bag + paper towel 1 week	19 CABBAGE Refrigerator drawer Plastic-wrapped 2 weeks		
10 CARROTS Refrigerator drawer Plastic bag 3 weeks			

BOOK SPECIFICATIONS

Dimensions

8.5" (21.8cm) x 11" (27.8 cm)

x24 taller than an average chickpea!



Cover

Efalin paper hardcover
& debossed design

Number of pages

128

Material

Thick wood-free paper

Paper

Finest quality printing
+ Varnish

Weight

1 lb 11 oz (780 g)



WHO'S BEHIND?

Miki Mottes, an illustrator and designer, using his design skills and volunteered in many animal welfare organizations and associations who promote plant-based nutrition. He decided to take it to the next level and do his best to make a big change, in a way that could reach everyone.

After illustrating the successful Kickstarter of Prof. Dan Ariely - "The Irrational Game" (1800% funded on Kickstarter!), he decided to start working on this meaningful big production.



SIMPLE HAPPY KITCHEN ON **KICKSTARTER** & **INDIEGOGO**

\$200,000+
RAISED

2,500+
BACKERS

10,000+
PRODUCTS SOLD



MORE THAN 100 VEGGIE CHARACTERS! (MORE THAN 200 TO JOIN)

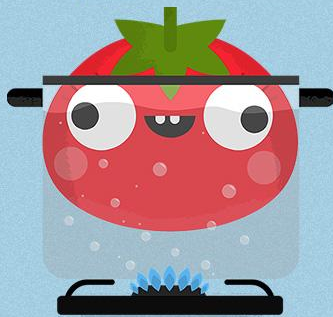


MEET SOME OF OUR HEROES



The plant milk boat

Miss
Tomate Solanum



Barber Kale



The Calcium Gang



Mr. Onion Weiss

George
Bayleaf



Mr. Chickpea Faba

ADDITIONAL PRODUCTS

The book is accompanied by a collection of nutrition education products and merchandise, bringing the book to life.



VEGGIE PLUSH DOLLS

We created 8 different plush toys of our favorite characters to help children form a better connection with the book's ambassadors.



MEAL PLANNER PLATE

Based on the USDA's daily food consumption recommendations, our daily meal plate helps families eat a more rich and balanced meal while keeping kids engaged and excited. Made from high-standard sustainable ecological bamboo fiber and dishwasher safe, it's fun for adults and for kids!



MEAL PLANNER PLATE

CLOSE LOOK



HAPPY REUSABLE BAG

An environmentally-friendly reusable shopping basket that folds into a small pouch, featuring our cute veggie characters – for carrying all your groceries to your happy kitchen.

BASED ON OUR CUTE
CHARACTERS
PATTERN



JAR LABELS

12 Jar Labels of the most common nuts, legumes and grains with their nutritional values, helping you to easily identify your food!



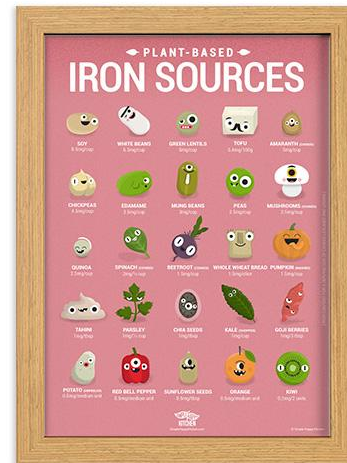
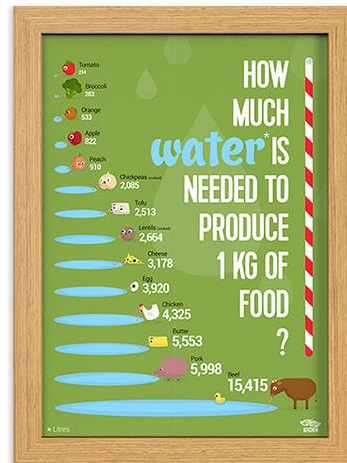
MERCHANDISE



IRON-ON BADGE



EDUCATIONAL POSTERS



FEATURED BY



LIVEKINDLY



Animals Australia
for a kinder world



DR. MICHAEL GREGER



Vegan Huggs



Eco-Vegan Gal



veganNZ

VEGAN AT
Vegane Gesellschaft Österreich

the FULL helping



VegPlanet
MAGAZINE

FOOD LINKS
www.worldfoodlinks.com

NEWS 12
NEWS12.COM

INFO & CONTACT

FOR ADDITIONAL INFORMATION AND LINKS

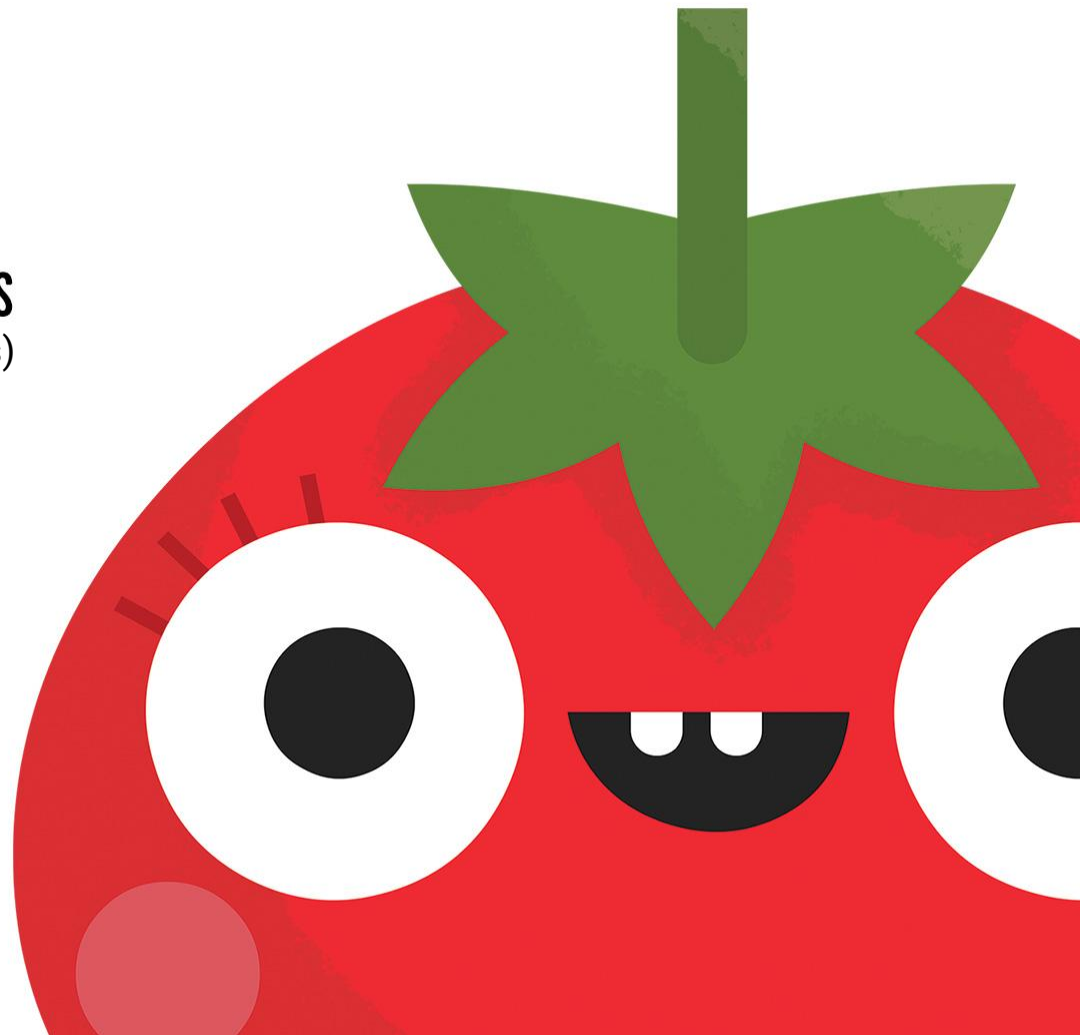
[Press Folder](#) (press release, images, logos)

CONTACT

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CHAPTER 4

WHO

—ARE THE NUTRIENTS AND WHERE ARE THEY?

PLANT-BASED PROTEIN SOURCES

- TOFU 10g protein per 1/2 cup
- TEMPEH 15g protein per 1/2 cup
- SOY BEANS 16g protein per 1/2 cup
- EDAMAME 17g protein per 1/2 cup
- CHICKPEAS 16g protein per 1/2 cup
- BLACK BEANS 15g protein per 1/2 cup
- RED BEANS 15g protein per 1/2 cup
- NAVY BEANS 15g protein per 1/2 cup
- PIZZA 12g protein per 1 slice
- SPAGHETTI 12g protein per 1 cup
- MACARONI 12g protein per 1 cup
- QUINOA 8g protein per 1 cup
- RYE BREAD 5g protein per 1 slice
- WHEAT BREAD 5g protein per 1 slice
- BARLEY 6g protein per 1 cup
- SPINACH 4g protein per 1 cup
- AVOCADO 2g protein per 1/2 cup
- ALMONDS 6g protein per 1/4 cup
- PEANUT BUTTER 8g protein per 2 Tbsp
- SEEDS 4g protein per 1 Tbsp
- EGG 6g protein per 1 egg
- YOGURT 10g protein per 1/2 cup
- CHEESE 7g protein per 1 slice
- MEAT 20g protein per 3 oz
- FISH 20g protein per 3 oz
- DAIRY 20g protein per 1 cup

THANK YOU!