



WENDY JO

an edible approach to a life worth tasting



 EDIBLE
NUTRITION

www.justwendyjo.com



ABOUT

I am Wendy Jo Peterson, MS, RD, The Fuelin' Roadie and owner of Edible Nutrition. I am a sports dietitian, nutritionist, chef and author.

My passion and expertise begin with my client's palate, and their taste for nutrition & wellness.

I split my practice between working with artists in my home state of Texas (*Fuelin' Roadie*) and working with other patients, including Olympic Athletes, in San Diego, California (*Edible Nutrition*).

I have over 10 years of experience working with clients – helping them achieve their optimal wellness while meeting their nutrition goals. As a former culinary arts teacher, swim coach, and lover of music, I utilize a unique approach to enhancing the health of every client and tapping into their edible nutrition!

I am also a nutritional speaker and member of the prestigious National Speakers Association. I speak at large and small conferences around the country. I also host my own radio show about nutrition on Cuttin' Up Radio.

In 2011, I published my first book, *The Mediterranean Diet Cookbook for Dummies*.

www.justwendyjo.com



SPEAKS

I work with busy individuals to attain the tools needed for optimal health. As a professional speaker I combine my high energy and enthusiasm along with my knowledge as a Registered Dietitian to provide businesses a clear message of health & wellness.

As a business professional, I understand juggling work with life and trying to find the right balance for health. I share personal stories and strategies that provide real-life solutions for health in today's busy world. My dynamic approach and sense of humor connect me with the audience, helping them to embrace life-long wellness.

My clients include CEOs, CFOs, lawyers, doctors, sales reps, stock brokers, and athletic associations, some of which include:



KRONOS®
—optimal health company



RESMED



USA CYCLING

α

Alphatec Spine®

Solutions for the Aging Spine™

INTERCARE

www.justwendyjo.com



MEDIA

I love to share my passion for cooking, nutrition,
and happy eating with others!

Check out the videos on my website for some of
my eats!

Dishing nutrition & benefits of the Mediterranean
Diet with Deborah Duncan on Great Day Houston:

Having some fun & cooking up her favorite
Mediterranean foods with San Antonio Living's
Shelly Miles:

www.justwendyjo.com



ABOUT

Through my love of live music, I began to see the similarities between athletes and performers and realized I could help performers understand the role nutrition could take in fueling their performance.

On a regular basis, I see artists being misled and manipulated by people selling “products and supplements” versus providing practical nutritional advice and principles.

I believe there is a need for a clear understanding of nutrition for artists and performers, from a sports nutrition approach.

In my practice working with musicians, I realize the challenges they face on the road, at home, in the studio and on stage, and am able to help them overcome many of these challenges through nutrition—helping the artist go from good, to great, to

ROCK STAR...

www.justwendyjo.com



SERVICES

free artist-focused services to help you perform at your best:

- weekly blog posts
- quarterly e-newsletter
- monthly teleconferences
- daily twitter reminders

Artists can perform at their peak once they have a solid nutrition foundation. Let the Roadie Nutritionist® help you take your performance to the next level.

BASIC SERVICES

1:1 nutrition sessions.
Nutrition management and consultation.
Guided meal planning and menu design.

CREW OVERHAUL

Customized plans based on goals, needs and dietary restrictions
"Road Fuel" list to guide nutritional choices on the road.
Guided meal plans and recipes
Follow-up for accountability (through Skype or teleconference)
Menu planning and catering.

NUTRITION CHATS

Focus: Eating on the road, performance nutrition and finding a healthy balance. Tailored to meet the individual needs of the artist and crew.
Have a topic you're interested in learning more about? Sports performance, vegetarian, gluten free – just ask!
1-3 hours, on the road with the artist.

NUTRITION TOUR

Focus: Fueling performance, making balanced decisions and mindful eating techniques
Daily, hands-on nutrition and exercise guidance for 3-5 days on the road.
Menu planning and catering.

MULTI-ARTIST WORKSHOP / CONFERENCE

Need to help multiple artists? Use the workshop or conference platform to teach artists performance nutrition skills they can use throughout their careers and lives.

**I specialize in meeting the demands of each performer. Plans and pricing are customized to create a Nutritional Performance Package tailored for the varying needs of performers and crew. Plans above are examples of packages. I provide an estimate of work based on the extensiveness of each contract.*

www.justwendyjo.com



ABOUT



As a dietitian & athlete I have always felt a strong connection to food and how it is meant to nourish the mind, body, and soul. Looking back, most of my fondest memories are accompanied by fabulous food, family, and friends.

Through individual sessions, meal planning, weight control, kitchen make-overs, workshops and online videos, I love to share my “edible thoughts” on ways to save time, create quick treats, balance the scales of life, and focus on health.

www.justwendyjo.com



SERVICES

INDIVIDUAL SESSIONS

Formulation of food, exercise and stress management plan, goals/objectives, and further information including redirection of eating behaviors.

MAKING MEALS WORK

1 hour session at your house, 5 day meal design, tour at your local grocery store of choice and then back to your house for recipe demonstration and meal preparation.

GIRLS NIGHT OUT

3 hour group cooking class at your home. Includes meal design and hands-on demonstration for you and up to 5 friends. We do all shopping & menu design, provide recipes, and teach you how to prepare a healthy meal.

WEIGHT MANAGEMENT PACKAGE

A 6-week weight management program. 1 hour session for the initial visit and a 1/2 hour session every week for the following 5 weeks.

SPORTS NUTRITION AND PERFORMANCE PACKAGE

Optimizing peak performance, Fueling the competition, Nutrition Coaching, Nutrition counseling for marathons, triathlons, and ultra events.

COMMUNITY SUPPORTED AGRICULTURE (CSA) CONNECTION

Learn about local farms that provide weekly boxes to your door. We will research and find a farm that matches your personality, set up your service, and provide you 4 weeks of meal ideas with your CSA box.

WEB-BASED COUNSELING SERVICES

Too busy to make an office visit? This is the best way to improve health & wellness in the comfort of your own home.

CULINARY CONSULTING

Event planning, Venue coordination, Meal planning, Menu analysis

LUNCH AND LEARNS, GROCERY STORE TOURS, KITCHEN MAKE-OVERS and more...

www.justwendyjo.com



I would love to hear from you!

For more information, contact Wendy Jo:

EMAIL WJPetersonRD@aol.com

PHONE 757-348-8303

Stay connected:

fuelin roadie   

edible nutrition   

www.justwendyjo.com