

DSA Award for Excellence in Product Innovation: 14-Day Reset from Tastefully Simple

At Tastefully Simple, we have a passion for helping clients and consultants create a life they love, and part of that life is our health.

One of our principles is to build trust by being “real.” A little over a year ago, Tastefully Simple set out to build a *real* food offering that can help people create a healthy life they love—the 14-Day Reset program. It might be a bit of a shock to see us throw our hat in the ring for Product Innovation, but we believe we’ve achieved something that is worth noting—real food, driving real results.

What is it?

Unlike supplements, shakes, diet aids or other external tools, the 14-Day Reset helps you improve your health by starting at the foundation—the food you eat every day. By creating great for you, easy-to-prepare recipes, Tastefully Simple delivers a fourteen-day program of delicious and nutritious meal plans and the products you need to follow the program, right to your front door.



Designed to empower you to make healthier choices and develop better habits, this easy-to-follow program will help you eliminate empty calories and enjoy healthy portion sizes.

How? Through lower carb, lower sugar, protein-packed and veggie-licious recipes. The plan is grain - and dairy-free and balanced by a registered dietitian. Warning: You may experience side effects such as a healthy glow, peaceful sleep and looser-fitting pants!

Your kit includes products for 14-Days of breakfasts, lunches, dinners, and snacks. Included in your kit are nine clean-label products and 2 FREE Mesh Produce Bags. The 70 page program guide is packed with tips and guidance each day for breakfasts, lunch, and snacks for one and dinner for a family of four. We include enough servings for dinner to make it easy for YOU to follow the program without having to make a separate meal for your family.

Benefits:

Real food. This plan consists of real food and real ingredients. There are no meal replacement bars or shakes.

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Simplicity. The recipes are simple - tastefully simple if you will - and easy to make, with relatively little cooking experience required. In addition, they are simple enough to make substitutions seamlessly if you have a food allergen or dislike you need to substitute for.

Eat at home. The benefits of family dinners are backed by tones of positive research, from improving academic performance to improved mental health.

Delicious. Eating healthy doesn't have to taste like dirt! These recipes are delicious and loaded with phytonutrients and protein. It makes it possible to eat healthy foods that you love as part of a healthy lifestyle change, not just as part of a "diet plan."

No-Brainer. This plan gives you the menu, recipes, shopping list and even the ahead-of-time preparation tips. It takes the guess work and the "what's for supper" out of it. it really is a no-brainer!

Support. A 70-Page Program Guide is at your fingertips to keep you on track! Plus, four to five times a year, you can join a Team Reset by participating in a vibrant community focused on following the principles of the 14-Day Reset and enjoy the support of professionals and peers.

Real Food, Real Results

While the 14-Day Reset program is not a diet, many participants in the program have a lot to say about what they lost—and gained—while participating.



I love how the 14-Day Reset is all REAL food – no expensive powders, shakes or bars. I've created new eating habits, lost weight and have kept it off. My skin is much clearer and I'm no longer experiencing abdominal bloating. I have some new favorite snacks and recipes from the meal plan, and my family enjoys the dinners, too.

- Heather Bullinger (ND), Gold Leader



"This plan has taught me that clean eating can be delicious and makes me feel great. I learned proper portion size, found energy I never had, lost over 15 pounds and my blood pressure has never been better. I have inspired my daughters to embrace clean eating. They see the change in me and they want the same.

If you are sick and tired of being sick and tired, give it a try."

- Sarah Sturgis (PA), Bronze Leader

Other Client Testimonials

- I loved how I felt. My body was awake, light feeling and ran in sync.
- The 7 pounds I lost have stayed off for the past 9 months!
- I was so satisfied... Eating a lot of food instead of starving!
- Lost 40 lbs, learned better portion control
- I lost 12 lbs!!!!
- The biggest "aha" is that I lost seven pounds and I am still keeping it off! I did not believe I could eat so much and still lose pounds.
- 7 pounds gone and the kids are eating better.
- Eating well is delicious and filling. It's real food, and you "get" to eat so much! I have more energy, am sleeping better, and clothes fit much better.
- The flavors of the food were amazing, and it was easy to follow.
- How easy it was with all my meals and snacks planned for me.



<https://youtu.be/BguQ4qQra9k>

Field sales impact

- New Kit with a \$100 price point is a high value item—in food sales, this is almost unheard of; and it is SELLING!
- The kit moved quickly into a top sales position in its first 18 months in existence!
- This kit has influenced overall sales of Tastefully Simple to begin to move toward our goal of extending our brand to be known as incredibly delicious, easy-to-prepare *and* healthy.



To learn more about 14-Day Reset
<https://www.tastefullysimple.com/14-day-reset-learn>