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DECEMBER 2011

competitor

Running *into* History

Jenny Simpson
1500m WORLD
CHAMPION

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Desk-defying
Stretches

HAUL IT
IN STYLE

This Season's
New Backpacks
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FITNESS
TRENDS
OF THE
YEAR

+

LOAD VS.
CAPACITY

Secrets to
Preventing
Injuries

GUILT-FREE
SNACKS



Spreading Paleo Joy

BY SABRINA GROTEWOLD



● Blame it on tradition, but during the holidays anything-but-healthy temptations surround us.

Accustomed to avoiding these foods, Paleo diet devotees—individuals who shun processed foods, grains and dairy, consuming meats, seafood, fruits, veggies and nuts instead—might find sticking to this regimen takes a mountain of willpower. Luckily, a few pioneering online entrepreneurs have created diet-friendly cakes, cookies and brownies that provide guilt-free sweet tooth satisfaction.

Mac Attacks:

Cocoa-dusted toasted coconut spiked with comforting vanilla

Cacao Now!

Like cacao-coated nutric trail mix in disk-shaped form

Heed expiration dates printed on packages. Freezing helps preserve freshness for a short while.

Caveman Cookies:

With a biscotti-like texture and crunch, the honey-sweetened Kosher certified cookies are available in original, tropical and alpine varieties. Toss the individually wrapped treats in your party purse or pocket to enjoy for dessert.

Brownie Bombs:

The crumbly, grainy texture provides a slight distraction from the moist, rich dark chocolate cake

Baked Paleo cakes:

Moist with a tender crumb, these not-too-sweet cakes are protein- and fiber-enhanced versions of traditional flavors like carrot cake, lemon poppy seed and chocolate banana.

Read about the chefs behind these Paleo treats on page 38.

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STARTING LINES [EAT SMART]



Miss Bread, Too?

● If you're a Paleo follower who wants a diet-approved way to eat not only sweets, but also grains, try Elana's Pantry blogger Elana Amsterdam's Paleo bread. After being diagnosed with Celiac disease, the author of "Gluten-Free Cupcakes," and "The Gluten-Free Almond Flour Cookbook," follows the Paleo diet and says she hasn't eaten grains in 10 years.

PALEO BREAD

- 1 ½ cups blanched almond flour
- 2 tablespoons coconut flour
- ¼ cup golden flaxseed meal
- ¼ teaspoon Celtic sea salt
- 1 ½ teaspoons baking soda
- 5 eggs
- ¼ cup coconut oil
- 1 tablespoon honey
- 1 tablespoon apple cider vinegar

► Place almond flour, coconut flour, flax, salt and baking soda in a food processor. Pulse ingredients together. Pulse in eggs, oil, honey and vinegar. Pour batter into a greased 7.5-inch by 3.5-inch loaf pan. Bake at 350 degrees F for 30 minutes.

To read more about Amsterdam and her cookbooks, visit www.competitor.com.

Creators of Guilt-free, Paleo-friendly Treats

BY SABRINA GROTEWOLD

PALEO TREATS

[Mac Attacks, Brownie Bombs, Cacao Now!]

www.paleotreats.com

► Launched at the 2009 Crossfit Games by three San Diegans, Nik Hawkes, Leo Selman and Dave Hall baked 2,000 cookies for the games in their 150-square-foot home kitchen. The trio discovered an underserved market when they sold out at 10 a.m. on the second day of the three-day competition.

"About the only preservative in our cookies is a bit of honey, which has made it harder for us to grow because we won't put synthetic crap into our food," said Hawkes.

CAVEMAN COOKIES

www.cavemancookies.com

► Former attorney Stephanie Lester of New York City used to make each Caveman Cookies with her own water-soaked hands—the honey made the dough super sticky, so she used water to alleviate the tackiness—before business demands increased and she couldn't keep up.

"The neat thing about the cookies is they fit a lot of dietary restrictions," said Lester. "They don't contain sodium, are gluten-free and produced in a dedicated gluten-free facility. A lot of vegans enjoy them because they're dairy-free. They do contain honey, but half the vegans I meet will eat them."

PALEO CAKES

[Baked Paleo cakes, Raw Paleo cakes]

www.paleocakes.com

► San Jose, Calif., husband and wife professional pastry chefs, Crossfitters and locavores Charles and Ellen Gramness, use as many made-in-California ingredients as possible, including Chocolate and Giusto's almond meal.

"Many of the members at our gym follow the Paleo diet and we kept hearing complaints about lack of sufficient snack foods on the market," said Ellen Gramness. "As chefs, we love to feed people and thought it might be a fun project to undertake and provide personal motivation to be more Paleo ourselves."

Raw Paleo cakes:

Toothsome, dense and oily to the touch, these raw treats have the texture of unbaked cookie dough. Available in chocolate raisin, cranberry walnut and coconut date, the editor's favorite for its macaroon-like taste.



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