CULINARY NUTRITION EXPERT PROGRAM

with Meghan Telpner

FALL 2021

CulinaryNutrition.com
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Welcome!

Thank you so much for taking an interest in the Culinary Nutrition Expert Program!

This program has been created with my whole heart and soul and it is my commitment to all of my students to teach, share, learn, create, inspire, motivate and connect together throughout the process. The old styles of learning are gone. Technology invites us to learn whatever we want from wherever we are — that’s why we’re here for you.

What we learn in school, read online and in books and watch in videos only matters if we actually put it into practice. By taking this program, culinary nutrition won’t be just be something you learn about — it will become integral to your day-to-day life.

Perhaps the testimonials say it best, but what has been the most amazing gift from this program is the worldwide network that has formed around one goal. We want optimal health for ourselves, and we want to help others achieve it, too.

Please review all of the course details I have outlined for you here.

Should you have any further questions, do not hesitate to email us at info@culinarynutrition.com or call us toll-free at 855.558.0233.

In super awesome health,

Meghan Telpner,
BAA, CNP, CNE
Founder + Director, Academy of Culinary Nutrition
When Meghan says that the CNE Program will take your health, your life and business to the next level, she’s not kidding! The professional quality of the program - the video modules, program sequence, assignments, course notes, recipes, coaching and feedback as well as the Culinary Nutrition Facebook page all supported me in my decision to move forward with my passion for nutrition and turn it into a business. My nutrition, my life and my business is reaching new levels!

Kristine Peacock
STOUFFVILLE, ONTARIO
PROGRAM SUMMARY
We have put together a complete culinary nutrition training program that offers both practical, everyday, natural cooking skills along with a deeper understanding of the therapeutic properties of the foods we eat and how we prepare them.

This well-rounded online program includes professionally shot and edited HD video-based courses including the demonstration of 60 recipes, accompanying course notes and recipes, live Q&A sessions, expert interviews, goal setting workshop, recommended reading list, home study assignments, cooking assignments and involvement in community events in person and online.

This program is ideal for:
- Holistic/Natural nutritionists
- Health coaches
- Dietitians
- Homeopathic doctors
- Naturopathic doctors
- Medical doctors and nurses
- Yoga teachers
- Fitness trainers
- Bodywork specialists
- Committed individuals with a keen personal interest in food and nutrition

- This program is 100% online and can be accessed from anywhere in the world.
- There are no pre-requisites.
- This is the most complete, extensive, fun and delicious culinary nutrition program there is.
Program Levels

The knowledge shared in this program can be applied to everyday living, improve your professional development or inspire you to pursue a total business kick start, and as such it is offered at four different levels.

**Option 1: Honourary**

The honourary level of the program includes all of the course materials (videos, guides interviews, etc.). You will receive course materials along with the certified students and also have full access to the private community group during the 14 weeks of the program. Though you have access to all of the assignment outlines, you are not required to submit them and will not receive feedback. You are taking this program for personal interest and to apply it in your own life. You will not receive the full certification and will not be listed in our graduate directory. You do, however, have the option to upgrade at a later date, if you decide that would like the full certification. A supplemental fee will apply should you choose to upgrade.

**Option 2: Certified**

This level of the program is ideal for those who work, or would like to begin working, in the natural health field. You will be assigned a CNE Program Coach, and be expected to complete all of the work that goes with the program, meeting all deadlines. Upon successful completion, you will be listed in our “Meet The Experts” directory, and be invited to post content to the Academy of Culinary Nutrition blog. This level of the program is ideal if you plan on using these skills professionally, or if you would like guidance and feedback on your work to further your understanding of the subject matter. As a Certified-level graduate, you are eligible to become an Academy of Culinary Nutrition Certified Instructor and access our Certified Instructor Portal.
Option 3: Certified Professional

Ready to take your Culinary Nutrition Training to the next level and really rock your business? In addition to everything that is part of the Certified Culinary Nutrition Expert Program, this level also includes:

- Meghan Telpner’s Six-Week Biz Rocking Insider Program (run early in the new year as a group and includes over 14 hours of video content)
  - Module 1: Standing Out - Communicating Who You Are and What You Do
  - Module 2: Crafting That Brilliant Idea and Getting It Out There
  - Module 3: How To Make Money Doing What You Love
  - Module 4: Social Media Untangled
  - Module 5: Passing The Gatekeeper and Establishing Yourself as the Expert
  - Module 6: Business Operations
  - Bonus Module: The Ultimate Launch Plan
- Two live online group business coaching sessions with Meghan (also available as recordings if you are unable to attend live online)
- An extended live online 3-hour workshop (recording available) with Meghan and the group

The Biz Rocking Insider Program has worksheets and checklists that can be followed each week for your own personal and business development use.

Option 4: Certified Deluxe

This level of the Culinary Nutrition Expert Program includes the entire Certified and Certified Professional Programs as outlined with the exclusive addition of:

- Access to the Certified Instructor Portal which includes 9 “Done for you” Cooking Class Packages (for live in person and live online teaching) for your professional use upon graduation. Each “Done For You Class” includes full class plans, promotional copy, prep schedule, shopping list, handouts, talking points, recipes, and referenced nutritional information.
- 25 bonus tutorial videos to help you set up your business on topics including insurance, promotional strategies, pricing and more. These videos are designed to help you plan, promote, and execute your classes and workshops successfully.
- We’ve also added a new module, in which you will learn best practices for teaching cooking classes and workshops online.
# Program Overview

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Further Questions?
info@culinarynutrition.com
1-855-558-0233 ext 0

CulinaryNutrition.com
The CNE Program is awesome! I have enhanced my nutrition knowledge, improved my culinary skills, honed my recipe creating skills, boosted my meal planning skills and developed new skills in relation to content creation, event participation and delivering workshops. In the weeks after completing the course, I ran my first paid workshop (and have 3 more booked), had a guest blog post accepted for publication and had a recipe accepted for From Scratch 2016! The effect that the course has had on my life far exceeded my expectations. The support offered by Meghan’s team and my program coach was exceptional and I feel honoured to be part of this community.

Mitlé Southey
AUSTRALIA
Teaching The Teachers

We want you to learn. We want you to learn a whole lot, but not just for yourself. A key component of this program is teaching you how to teach.

You will be encouraged to watch the module videos, participate in the livestream classes and do all the assignments not just for your own personal knowledge, but to also gain the understanding, skills and confidence to teach this information. The content in this program builds on itself— that includes both the video content and expert interviews, along with the assignments. The home-study assignments are a key component of the certification as we guide you along in understanding how to develop client information packages, customized recipes, menu plans and workshops.

The goal of the program is for you to graduate feeling completely inspired and confident in your knowledge. Sharing your skills and expertise with your family, friends, clients, patients and/or community is simply the natural next step.

Learn more about becoming an Academy of Culinary Nutrition Certified Instructor on page 42
Program Details
Program

The program is broken down into three styles of learning to maximize the amazing powers of technology along with the vital hands-on cooking experience in your own home kitchen. This enables the program to be taken from anywhere in the world, while still maintaining a close connection and community among our students.

Overview
Part A: Online Instruction
Part B: Home Study (Written and cooking assignments)
Part C: Research + Required Reading
Part A: Online Instruction

Our online instruction falls into five components. We release one module each week for the duration of the program and all of our students go through the course together at the same pace. You are, however, free to set your own schedule within the week of when you wish to complete each module.

1. Weekly Modules
   - 11 pre-recorded, professionally shot and edited video-based modules
   - Combination of lecture and demonstration-based teaching
   - Modules are accompanied by course notes and recipes
   - Each course is between 90 minutes and two hours in length, divided into six 15-20-minute videos
   - A new program module is released every Friday morning
   - You are free to set your own schedule each week to view the module content
   - A high-speed internet connection is required for an optimal viewing experience (the videos cannot be downloaded)
2. CNE Program Coaching
(Not included in Honourary Level)
• Each student in the Certified, Certified Professional and Certified Deluxe level is assigned a dedicated CNE Program Coach
• We aim to pair students with Program Coaches in their time zones
• Your coach is your main point of contact through the duration of the program and will respond to emails within two business days

3. Q&A
• Livestreamed Q&A and coaching sessions
• Join live online to review key teachings from previous modules and answer any questions you may have relating to content
• These sessions take place online on Thursdays at noon Eastern Time and are recorded for viewing following the live session if you are unable to attend live (or loved it so much you want to listen again!)

Meghan’s teaching style is engaging and entertaining; she makes learning every aspect so enjoyable, and makes you want to keep learning more!

Erin Smandych
EDMONTON, ALBERTA
4. Expert Interview Library
- We have a growing library of expert interviews featured throughout the course to offer you exposure to different perspectives and the latest research
- NEW Video Masterclass sessions
- You will have ongoing access to these interviews

5. Weekly Emails
- Every Friday at 10am Eastern Time we send out our weekly CNE Program email
- This email will grant you access to the newly released course materials
- Includes extra article links, partnership discounts, event listings and other CNE-related news and information

Where do I even begin? I have been searching for a program like this where I could learn comfortably from my home, but develop super skills and knowledge about food and culinary nutrition. CNE delivers it all. Next to all the awesome video workshops, it was great to learn from Meghan and other health experts in the live classes every week.
Learning through the CNE program was so much fun while giving me the knowledge and skills to infuse the world around me with culinary nutrition!

Mieke Postulart
MAARSSEN, UTRECHT, NETHERLANDS
Part B: Home Study
In the week prior to commencement of the program, you will receive a full course syllabus that outlines all of the assignments and their due dates. Each week, there will be one written assignment and one recipe assignment due.

The home study component will address the following:
• Development of meal plans in accordance with various dietary restrictions.
• Recipe development and testing.
• Client simulation: Following a prescribed meal plan for 1 day.
• Recipe development and testing.
• Client info package research and development on a specific condition.
• Workshop or cooking class creation.
• Cooking assignments and assessments so you can do your work and eat it too!

Part C: Research + Required Reading
You’ll be expected to do some reading of food- and health-related books and watching of food-related documentaries. This first assignment (which happens to be due last) is emailed to you immediately upon registration. You will receive a required reading list of three books and an additional list of recommended books of which you can choose one. You will also be sent a list of recommended documentaries.
Your CNE Program Coach

Every student who registers for Certified, Certified Professional and Certified Deluxe level of the Culinary Nutrition Expert Program (CNE) will be assigned a qualified and dedicated CNE Program Coach who will be your first and main point of contact through the duration of the term. Your Program Coach will be the person who answers your direct questions, receives your assignments and provides feedback and grades. All of our Program Coaches are honours graduates of the CNE program and go through an additional coaching training program with us.
How The Program Works:
A WEEK IN THE LIFE OF A CNE STUDENT

All of the program’s cooking and written assignments are available right at the beginning of the term, which gives you the opportunity to align your schedule with due dates and to familiarize yourself with the assignments.
**Wednesday**: On Wednesdays at 4pm Eastern Time your cooking assignments are due*. They are submitted within your student portal and can be accepted at any time prior to 4pm on the due date.

**Thursday**: At 12pm Eastern Time on Thursdays - a live streamed video class where you are invited to join live and ask any questions about previous modules.

**Friday**: Friday is a busy and exciting day! At 10am Eastern Time on Friday morning, watch your inbox for your weekly CNE program email. You will find the link to your next module and an expert interview. At 4pm Friday, your week's written assignment is due* and like the cooking assignment, you submit it via the student portal.

The full cycle begins again on the following Monday! And remember, once you are granted access to a module, you have ongoing access, for a minimum of 12 months from the program start date, to review the content again and again.

* Program coaching and assignment deadlines apply only to Certified, Certified Professional and Certified Deluxe levels of the program. The Honorary level does not have due dates or program coaches.
Watching Meghan each week was very inspirational, and I cannot stop thinking of my business objectives since completing the CNE Program. The support team was great, and I enjoyed teaming up with a buddy for a few assignments. I am more of a visual learner, so I really enjoyed the module videos. One of the major effects on my life was gaining confidence and trust that I could develop services for educating people on healthy nutrition in the kitchen. I learned a lot and it was a great compliment to my previous nutrition education.

Laurent Causse
MONTREAL, QUEBEC
Online Instruction Breakdown

This is a top-level outline of the key courses that make up the main areas of instruction for this program. A new module, which is comprised of the video content and corresponding course notes and recipes, is released each week of the course. Once you have received access to the course, you will have a minimum 12 month access from the start of the program.
MODULE 1: Culinary Nutrition Basics

For Culinary Nutrition to be effective, we’ve got to lay the foundation. This first module explores the keys to health and how can we take those principles and apply them to our food choices. We start there and then break down how to make the best food choices, set your kitchen up for success, understand meal planning and why we’re cooking from scratch. Discover simple tips, tricks and strategies to transform your best intentions into healthy eating for yourself and your clients. This module covers:

Culinary Nutrition Overview
• The foundational keys to health
• The definition of real food
• Understanding calories
• Understanding macro and micro nutrients
• Conscious eating

Setting Up A Culinary Nutrition Kitchen
• Key ingredients in a healing kitchen
• Key kitchen tools and equipment recommendations
• Best pots and pans for healthy cooking
• How to set up your kitchen for optimal efficiency

Food Selection
• Understanding food labels
• How to choose produce
• Organic food and a healing diet
• Chemical agriculture from a health and environment perspective
• Genetic modification (GMOs)

Basic Food Preparation
• Vegetable preparation and storage
• Food preparation tips
• Optimizing your time in the kitchen
• From scratch cooking principles
• From scratch condiments

continued on next page…
Meal + Menu Planning
- Menu planning and recipe selection
- Optimizing your time in the kitchen

Cooking with Fats
- Saturated fats: types and best uses
- Monounsaturated fats: types and best uses
- Polyunsaturated fats: types and best uses
- Choosing oils
- Storing oils

Knife skills
- Safety guide
- Simple cuts

Demonstration of 3 recipes
Module 2: Fundamentals of Nutrition

In this module, taught by clinical nutritionist and functional medicine specialist Josh Gitalis, you will be provided with a solid foundation in nutrition. This module offers a summary of the role macronutrients and micronutrients play in the body, and offers the science behind the principles of culinary nutrition. It’s taught at a level that is suitable for beginners, and also functions as an overview and refresher for those with a background in health and nutrition. This module covers:

The Fundamentals
- What is health?
- How do we define what health truly is?
- Composition of the human body
- Role of the soil in the quality of our food
- Organic versus conventional food, from the soil up
- Food processing practices

Understanding Macronutrients: Carbohydrates, Protein and Fat
- Healthiest sources
- Different types and structure
- Qualities
- Quantities recommended
- Role in the body

The Role of Water
- Water quality
- Role of water in health
- Best types of water to drink
- How much do we need

Understanding Micronutrients: Fat-Soluble Vitamins, Water-Soluble Vitamins and Minerals:
- Best sources of each
- Most absorbable forms
- Deficiency symptoms in the body
- Toxicity symptoms
- Role in the body and functions
- Best food sources of each
Module 3: Plant-Rich Eating

Sharing what it means to eat plantifully and how the principles of plant-rich eating blanket every style of diet, from raw/vegan through to protein-powered Paleo. This course is about learning how to incorporate more plant-based foods into meals.

This module covers:

**Comparative Diets:**
- Vegetarian
- Vegan
- Macrobiotic
- Paleo
- Raw

**Gluten-Free Diets:**
- Digestive impact
- Intolerances
- Dietary implications
- Culinary nutrition and gluten-free eating
- Whole grains and gluten-free options

**Dairy-Free Diets:**
- Digestive impact
- Intolerances
- Dietary implications
- Culinary nutrition and dairy-free eating

**Balanced Plantiful Eating**
- Tips for easing the transition to plant-rich eating
- Avoiding refined foods to maintain balance and ease cravings
- Principles of holistic comfort food
- Properties of food
- Balanced Menu Planning

**Strategies for sharing your lifestyle with others**

Demonstration of 8 recipes
Module 4: Fueling with Whole Foods

No matter the diet of choice for yourself, your family and/or your clients, there are key culinary nutrition principles that apply to all diets in order for them to be healing. This module covers:

**Food and Energy Relationships**
- The connection between diet and stress
- How stress hormones affect weight management, mood, sleep and behaviour
- Macronutrients and digestion

**Macronutrient Focus: Carbohydrates**
- Chemistry of carbs

**Blood Sugar Management and Diet**
- Understanding the glycemic index
- Strategies to lower the glycemic load of your favourite dishes
- The importance of maintaining steady blood sugar
- Metabolic effects of fluctuating blood sugar

**Macronutrient Focus: Protein**
- Importance of protein in the diet
- Protein digestion
- Best plant-based sources of protein
- Best and cleanest animal sources of protein

**Creating Balanced Meals**
- Principles of balanced eating
- The five tastes and how to build recipes and meals around them
- The role of taste in satiety
- Working with and guidelines for combining spices
- Principles of balanced eating

**Culinary Nutrition Focus**
- Health benefits of cruciferous vegetables (and knowing what they are)
- Health benefits of green foods
- Healing benefits of a grain-free diet

**Recipe creation 101**
- What makes a recipe yours
- Where to start in creating recipes
- Three recipe creation strategies

Demonstration of 10 recipes
Module 5: Raw Food Foundation

This module explores the power and simplicity of raw food, encouraging you to incorporate more raw foods into your diet and how to help clients get more raw in as well. This workshop explores the most powerful raw foods to include in the diet and shares simple uncooking techniques.

This module covers:

**Raw Food Made Simple**
- How to use equipment for best raw food creations
- Easy ways to integrate healing raw foods into everyday eating
- Health benefits of raw food
- Tips and tricks for adding raw foods into your cooked favourites

**Basic Raw Food Preparation Techniques**
- Tips for creating balanced, satiating salads
- Preparing greens for optimal digestion
- Simple dehydrator recipes
- Simple and quick raw food solutions

**Sprouting**
- 2 techniques
- Health benefits
- Best ways to use sprouts in the diet

**Fermentation fundamentals**
- Simple fermentation techniques
- Health benefits

**Benefits of sea vegetables**
- Health benefits of sea vegetables
- Learning the different types
- Best ways to incorporate them

**Demonstration of 8 recipes**
Module 6: Smoothies & Juices

This inspiring module will introduce you to the world of smoothies and juices that will change the way you blend. Smoothies and juices are staples for health as the simplest and fastest way to get loads of nutrient dense power into the body. We’ll explore fruits and veggies that fight off disease, unexpected smoothie combinations, and juicing for its therapeutic benefits.

This module covers:

**Liquid Nutrition Basics**
- How to choose your juicer
- The nutritional difference between a smoothie and a juice
- The role of organic produce in juicing
- Appetite moderation strategies

**Smoothies For Health**
- Tips and tricks for hiding veggies in smoothies
- How to incorporate more whole foods into your smoothies
- Popular superfoods and their health benefits
- Making smoothies

**Juicing for Health**
- Keys to cleansing
- Effective detox strategies
- Specific therapeutic benefits of various fruits and vegetables
- Juicing and its cancer-fighting, healing effects
- Various juice combos and what they heal and rebalance in the body

**Healing Disease with Liquid Nutrition**
- Cancer and sugar connection
- pH Balance, alkalinity and disease
- Synthetic enrichment of food
- Caffeine and health

**Demonstration of 8 recipes**
Module 7: Herbal Medicine and Elixirs

Clinical nutritionist Josh Gitalis and Meghan share how to effectively combine different herbs, medicinal mushrooms, spices and foods to create therapeutic elixirs. This module breaks down how amazingly simple it can be to create custom elixir blends and integrate these elixirs into regular daily consumption. This is true culinary nutrition.

This module covers:

**Introduction to Herbal Medicine**
- The hidden benefits of common kitchen spices
- How to use medicinal herbs
- Aphrodisiac spices
- Spices and cancer prevention
- Herbal medicine extraction methods
- Forms of herbs: leaf, flower, root, mushroom
- The role of tonic herbs in the body

**Tincturing 101**
- Simple techniques to make your own medicines
- Health power of roots
- Nature’s antibiotics

**Elixir Craft**
- What is an elixir?
- Elixirs vs. smoothies
- Meal replacement elixir properties
- Role of medium chain triglycerides and brain health

**Demonstration of 7 recipes**
Module 8: Baking and Sweet Treats

In this sweetly inspired module, we will explore gluten-free baking from scratch. You’ll learn how to make staple desserts such as cookies, cakes, ice cream and chocolates, giving you the tools and know-how to develop your own tasty creations.

This module covers:

**Gluten-Free Baking Essentials**
- Gluten-free flour options and how to best work with them for desserts
- Gluten-free baking tips
- Getting desserts to rise without eggs
- The unhealthy side of ‘gluten-free’

**Baking Baked Goods Healthfully**
- Protein powered baking
- Natural sweetener options
- How to work with raw cacao and create raw chocolate treats
- Baking with nut/seed milks in place of dairy
- Using fruits and vegetable purées in place of oils and/or butter
- Tips and tricks to modify your favourite baking recipes

**From Scratch Creating**
- Chocolate
- Dairy-free Ice cream
- Cookies
- Muffin/Cakes

**Recipe Creation Inspiration**
- Evolution of our taste buds
- Simple modification of recipes
- Making your favorites nut-free, gluten-free, grain-free, dairy-free

**Demonstration of 10 recipes**
Module 9: Healing Diets

Healing diets is a lecture-based module that gets into the heart of culinary nutrition. We explore the role diet has in both healing and reversing disease, the impact of lifestyle factors and stress, and offer a comparison of the more common healing diets and what conditions are best suited to them.

This module covers:

Mind and Body Connection to Disease
• The root cause approach to disease and healing
• Inspiration for change
• Keys to healing
• Life force and the psycho/spiritual connection
• Life Force and the Spiritual Connection

The Digestive Tract
• A tour of the digestive tract
• Four stages of digestion: what happens where
• Factors that affect digestion

The Pillars of Health—The Body’s Systems
• Understanding the systems of the body
• Gastrointestinal Health
• Microbiome
• Detoxification
• Structural
• Immune System
• Cardiovascular
• Hormonal
• Mind/Body

We’ll explore the role of each system, the conditions that result from imbalances, the organs involved, and key nutrients and foods that support them.

continued on next page...
Foundations of a Healing Diet
• Food as Medicine
• Universal approach to healing
• The foods that work against health and why
• Key therapeutic properties of foods
• Removing problematic foods
• Determining sensitivities
• Role of therapeutic supplementation

Therapeutic Diets
• Acute Healing Diet
• Comprehensive Elimination Diet
• Anti-Inflammatory Diet
• FODMAPs
• SCD
• GAPs
• Ketogenic
• What do all of the diets have in common?
• What do they all eliminate?

Key properties of healing foods
Module 10: Therapeutic Foods

This module employs the key concepts of Healing Diets to explore the uses and benefits of specific healing foods. Though this course is not exclusively plant-based, plant-powered options are also shared. The information shared in this module empowers you to take ownership over your health, and better enable you to determine key therapeutic foods for your clients. You’ll learn that with certain foods and specific nutrients, food can play a powerful role in healing, or simply in restoring and maintaining optimal health.

This module covers:

**Therapeutic Foods Fundamentals**
- Foods that support the main systems of the body
- Digestive Healing as root of health
- Grain-Free eating for digestive health
- Digestive tract healing
- Key gut healing nutrients
- Immune modulation
- Healing the gut first
- How to research and understand any condition and the key healing foods

**Key Therapeutic Foods**
- Health properties of gelatin
- How to use gelatin

**Demonstration of 7 recipes**
- Broths and stocks
- Making clarified butter
- Healing properties of fats
- Therapeutic juicing
- Medicinal mushrooms
- Culinary mushrooms
- Full body tonics
- Mucilagenous properties of healing foods
- Kuzu starch and digestion
Module 11: Culinary Nutrition
Beauty + Home Care

This module explores the challenges in conventional cosmetics and beauty care products and what to look out for. You’ll learn how to make everyday personal body care products out of the most basic kitchen ingredients. This module covers:

**Holistic Beauty Care Overview**
- What is holistic beauty care
- How to best store natural beauty care products
- Ingredients to avoid
- Edible beauty care ingredient essentials

**Holistic dental care**
- Role of saliva in dental health
- Fluoride and thyroid health
- Where cavities come from

**Skin Health Practices**
- Skin brushing
- Caring for the lymphatic system for natural glowing skin
- Alkalinity and breakouts
- Wound healing

**Customizing Beauty Care**
- How to pick and choose the best herbs and oils for your needs
- How to create basic body and beauty care products that can be modified to fit specific skin conditions
- The best carrier oils, herbs and essentials oils to use in products
- How to choose essential oils
- Minerals for anti-aging
- Recipes for face, body, mouth and hair

**Holistic Home Care**
- The five basic home cleaning ingredients
- How to get the chemicals out of your home
- Responsible disposal of chemicals
- Setting yourself up for edible home + beauty care success

Demonstration of 7 recipes
**Bonus Module:**
**Make It Happen Goal Setting Workshop**

Make your dreams a reality and narrow your goals into actionable steps. This workshop is about practical and applicable strategies for making your dreams happen.

This live online course includes:

- The barriers that hold us back from our truest potential
- How to create actionable steps to achieve our goals
- How to narrow our focus in order to avoid being overwhelmed
- Steps and strategies to overcome fear
- Visualization exercises to expand our minds beyond what we believe is possible
- Writing exercises to explore what our goals are on paper and what we need to do to make them happen
- An opportunity to join the discussion via chat board or live call to ask your questions, share your wisdom and connect with the community

Further Questions?
info@culinarynutrition.com
1-855-558-0233 ext 0

CulinaryNutrition.com
A Glimpse Into Our Culinary Nutrition Kitchen

Module 5: Raw Food Foundation

Module 6: Smoothies and Juices

Module 8: Baking and Sweet Treats

Module 10: Therapeutic Foods
Get Cooking

Cooking is obviously an important part of the program. There are two-to-three recipes per recipe assignment due each week using recipes that have been demonstrated in that week’s module.

We don’t dictate or prescribe any one style of eating and so wherever possible we offer options, inviting you to choose the recipes you will make within a determined selection.

This also allows those of you who are just getting started in the kitchen to ease into the cooking challenge, and if you have more experience, you are free to dive right in to the more involved dishes.

The entire curriculum is gluten-free and dairy-free. Additionally, in most cases we offer options that can adhere to the following styles of eating:

• Vegan
• Macrobiotic
• Nut-free
• Soy-free
• Grain-free
• Paleo
Biz Rocking Insider Program

(Included in the Certified Professional level and Certified Deluxe level. See page 8 for details)

The world has gotten noisy and this noise lends to both opportunities and challenges when it comes to standing out from the crowd, growing a community, and converting that community into incredibly happy and loyal customers and/or clients, and ambassadors for you and the work you’re doing.

**Module 1: Standing Out**

Whether you are starting out, or just ready to stand-out, this first module introduces you to the power of taking what makes you special and awesome, and helps you cultivate a brand and brand message that supports this.

- Defining your area(s) of brilliance (and then working within it)
- Your value proposition
- The secret powers of integrity for selling
- Refining your brand
- Narrowing your offering
- Go big or go niche?
- The elements of a successful brand
- Clarifying the message
- Communicating this message in everything you do

**Module 2: Crafting That Brilliant Idea and Getting It Out There**

A brilliant product, service, online program, book, or idea gives you a super buzz. The first step, however is to work out if it actually really is awesome as a business. How do you know if what you want to create will work? You’ll be guided through the process of getting your brilliance out there.

- A little business model number crunching
- Refining your business model
- Branding yourself visually
- The branding tools
- Role of biz cards, brochures, blogs, websites, events, email campaigns, and social media.
- Paid advertising: print and online
Module 3: Making Money
We’re here to talk business. Whether you work for yourself or a larger company, what you’re worth (in a business sense) is directly related to the revenue you generate. The way to become invaluable to a business, especially your own, is to be super awesome, creative, and self-staring.

• Understanding profit margins
• Creating multiple revenue channels
• The cost of doing business
• Best business investments
• Worst business investments
• Understanding your value
• Creating + Selling hard goods
• Creating + Selling digital products
• How to charge for information services and
• Increasing profit margin
• How to make others see the value

Module 4: Social Media Untangled
Most people either love social media or despise it. Social media is a gift to new and/or small businesses in that it gives you an opportunity to make yourself known, without needing to wait for some big and mighty gatekeeper to decide you’re good enough. Your are more than great enough and social media let’s you choose yourself. It’s all up to you and that’s remarkably empowering-- when you use it right!

• Professionalism in social media
• Best use of your time online and in person
• Role and uses of social media
• Content generation
• The social media channels and how to best use each
• Effective social media content
• How to decide on the best social media platforms for your use
• The power of amplification

Module 5: Passing the Gatekeeper: Establishing Yourself as The Expert
Being able to get up and rock your business with little more than a computer is pretty fantastic. That being said, there is also a lot of value in getting the nod of approval from outside of your immediate circle and there are strategies to achieving this.
• How to qualify yourself as an expert
• Pitching Content
• How to pitch media
• What to do after your media appearances
• Getting speaking engagements
• Most effective presentation tips
• How to pitch a publisher
• The role of an agent
• Traditional publishing vs. Self publishing
• Getting ‘hired’ for the job

Module 6: Business Operations: Tools and Practices To Build Success
After more than a decade growing and sustaining a healthy lifestyle supportive business, Meghan has successfully utilized tools and built an effective team to keep things running. This module offers an inside look at her favourite tools and best practices for keeping her business thriving.

• The greatest business investments under 5K
• The greatest lessons learned and moving beyond the ‘failures’
• How to hire and build a cohesive team
• Optimal management of a team

• Why documenting processes is essential from the start
• Where giving back and social responsibility fits in
• Keeping focused on your ultimate goals
• Top tools to make business easier
• What to do when you don’t know what to do next

BONUS Module: The Ultimate Launch Plan: Proven Strategies for Sales
A great idea won’t go far if you don’t have customers or clients wanting in on you’re offering. From launching two books to bestseller status, to having a 5, 6 and 7 figure product and course launches, there is a tried and tested way to go about it that works. Here, for the first time, Meghan is sharing the method to her own launch strategies that continue to stand the test of time.

• Building confidence with your audience
• The critical launch timeline
• Structuring your sales period
• Big launches versus evergreen funnels
• Messaging strategies across platforms
• Inspiring action in your audience/customers
• The role of social proof
• Tracking your success

Note: Students can choose to register separately for the business component later in the fall. There is however, a savings of $172 on the business component when registering for the Certified Professional and Certified Deluxe program levels.
Certified Instructor Portal
(Included in Certified Deluxe Level)

In addition to the training you’ll receive in the Culinary Nutrition Expert Program, successful graduates will have the opportunity to become Academy of Culinary Nutrition Certified Instructors.

We want to see you get out in the world and start sharing all you have learned (and continue to learn) as quickly as possible and we want you to succeed.

That is why we created the Certified Instructor Portal.

In the portal you will find everything you need to teach (live in person and live online) nine carefully selected classes created exclusively for use by our instructors.

Done-For-Your Cooking Classes
Enjoy nine done-for-you cooking classes that will help ensure you can get teaching and sharing your knowledge with live, in-person or live online classes* as soon as you complete the program. These class packages include:

- Promotional copy to help you promote you class
- Shopping list
- Preparation schedule
- Class logistic plan
- Digital class handouts for your guests
- Recipes created exclusively for use in these classes
- License to teach and distribute handouts and recipes to your in-person class attendees
Additional Video Tutorials

A lot of details come up as you begin getting your culinary nutrition business going. Enjoy these additional teaching tutorial videos that cover a wide range of topics including insurance, promotional strategies, getting testimonials, pricing your classes, best practices for teaching cooking classes and workshops online, and more. All of this is available in the private instructor portal included in the Deluxe Level Registration.

How to Become an Academy of Culinary Nutrition Certified Instructor.

1. Register for and successfully complete the Culinary Nutrition Expert Program

2. Enroll in the Certified Instructor Portal and review the materials

3. Schedule your first class!

The Certified Instructor Portal is included in the Deluxe Level, however you can enroll separately during our two annual enrollment periods in January and July for a supplemental fee.

Once you begin teaching these classes, we will promote your classes in our monthly newsletter, and across our social media.

*Access to the Certified Instructor Portal includes a license for usage of these materials for a minimum of two years.
Program Objectives

Our goal is for you to take what you’re learning in this program and share it. Our intention therefore is that you complete this training feeling inspired, empowered and confident in your skills.

You will complete this program:
• With a firm understanding of the role food plays in our health
• Knowing how to research health effectively
• Knowing how to put together a client information package
• Knowing how to create recipes that are therapeutic to specific conditions
• Knowing how to build on those recipes to create a meal plan that adheres to specific dietary needs or health conditions
• Knowing how to write content to support your recipe creation or health research
• Knowing how to put together and execute a cooking class and workshop
• Knowing how to share this knowledge with confidence
• With the support and positive cheerleading of the most open, kind and generous community
Such a great program that covered so much in such a short period of time. The whole team was very helpful and super friendly. It actually exceeded my expectations. The way the program is broken down is very convenient and easy to get in tune with. At first I thought 3 months would be long, but honestly I would do it all over again, over a longer period of time.

Hala Sweiss
AMMAN, JORDAN
Requirements
Assignments

Though we expect this program will be the most fun you’ve ever had, there is still much important information to cover. Outside of in-class training, the independent learning component is extensive. At the commencement of the program, a curriculum outline with dates and deadlines is provided.

We want to make sure you know your stuff so we can send you off into the world, confident that you’re not going to make healthy food that tastes like crap, but more importantly, that you have the knowledge and understanding to effectively help guide yourself, your family, your clients and patients to optimal ways of eating and living with confidence.

You will be graded on your work and we reserve the right to withhold the granting of a certificate should the expected requirements not be met, deadlines be missed (or if your food tastes and/or looks really, really bad). Due dates are firm, as they are set up so that you can receive feedback before the next deadline approaches.

If you are in the Certified, Certified Professional or Certified Deluxe level, we expect all assignments to be completed and handed in on time, without exception.
Commitment

This is a professional level program and will require some real time.

This is not the easiest online program around and we’re pretty proud of that, as our goal is for you to feel completely inspired, empowered and confident to take what you learn in this program into your life and into your business. For that to happen, you’ll need to set aside some time to do the work that goes with becoming awesome. This is an estimate of the time required for the program. Note that this varies based on your own previous knowledge, strengths at researching and writing, and experience with grocery shopping and cooking.

- **Weekly Module Viewing:** 2 hours
- **Q&A Livestream:** Up to 90 minutes
- **Cooking Assignment:** 3-4 hours
- **Written Assignment:** 3-4 hours
- **Expert Interviews:** 30 minutes
- **Additional home study time:** 2 hours

**Total weekly commitment:** approximately 12-16 hours / week on average

**Certification requirement**
In order to earn your certification as a culinary nutrition expert, we require the completion of a minimum of 200 hours of training over 14-week course duration, including submission of all assignments by deadline and submission of quizzes with passing grades. We reserve the right to withhold the granting of certification if the course requirements are not met.
I really enjoyed the fact that the cooking assignments overlapped with the written assignments and tied a lot of concepts together. It was so useful to see what we learned on paper and in the videos come to life in my own kitchen, by my own hands. The written assignments I created for this class were some of the most intellectually and emotionally fulfilling assignments I’ve ever worked on. I felt like I was truly doing work of substance that would be used to help others.

Joanna Wilson Phillips
VERMONT, USA
Technical Requirements

This is an online program and the expectation is that you are comfortable with the online environment and have a basic level of technical skill.

Student Portal Orientation
Prior to the commencement of the program, we invite all of our registered students into the portal for the student portal orientation. This is to ensure that you are completely comfortable with the platform and offer technical support before the program begins.

• Assignments will be submitted digitally, in PDF form. You will also, at times, be required to submit photos and/or video.
• Program video content is streamed online. It cannot be downloaded and therefore requires a high speed internet connection.
• Your course notes and recipes are shared as a PDF that can be downloaded to your computer or tablet and/or printed for your personal reference.

• We have done our very best to ensure the user-friendliness and ease of use of this program, but there may be some stumbling blocks along the way. While we’ll do our best to answer your questions, we highly recommend that you connect with someone in your life who can help you out when necessary (a tech-savvy family member, a nerdy neighbour, your friendly neighbourhood librarian, etc.)
• Be sure to check your computer’s programs BEFORE you enroll.

You need to have the following installed on your computer:
• Adobe Acrobat (or other PDF viewer) at get.adobe.com/reader
Certification
What Your Title Means

Upon successful completion of the program with passing grades on all quizzes and assignments, you will be granted the title of Certified Culinary Nutrition Expert (C.N.E.).

With graduates in over 73 countries around the world, the title of Culinary Nutrition Expert is widely recognized and your skills are sought after in a variety of fields.

Many of our students start their own businesses or go on to apply their skills in the food and beverage industry, with restaurants, hotels and retreat centres, in schools, with health food stores, conscious food and beauty brands, celebrity experts, or simply, and powerfully help inspire healthier and happier eating and living with their friends and family.

After completing the Culinary Nutrition Expert Program, if you choose to enrol in the Certified Instructor Portal, you will also become an Academy of Culinary Nutrition Certified Instructor.
What Can You Do With These Skills?

There is a whole lot you can do with the skills and knowledge you will acquire in the CNE program, and these services are in high demand!

Once you graduate from the CNE program, career options include (but are not limited to):

- Running cooking classes
- Teaching cooking at community centres, youth centres, schools, etc.
- Meal and menu planning for private and/or corporate clients
- Catering private dinners, events, or offering a meal delivery service
- Consulting with restaurants, hotels and conference centres on customized menu plans for guest needs
- Writing about health, nutrition and cooking for various publications

- Cookbook writing
- Recipe testing
- Becoming a community dinner party host
- Becoming a better nutritionist, dietitian, naturopath, doctor, etc.

What Can A Culinary Nutrition Expert Do?
Click here to read more here.
The CNE program surpassed my expectations on so many levels. Very impressed by the amount of thought and work that was put into the course to make it a very well-rounded professional program! I loved every minute of it! I learned so much valuable information and so much about myself as well. Very grateful for this experience.

Perrine Renard
VOUREY, FRANCE
Giving Back: Be Part Of Something Bigger

All we have is what we can give and every year, our alumni community comes together to produce an incredible cookbook for a cause.

Every year we create a beautiful digital cookbook that we offer on a pay-way-you-can basis to the wider Academy of Culinary Nutrition Community and donate 100% of the proceeds to organizations committed to promoting health and wellbeing in communities in need.

This is an opportunity for the school to promote the work of our graduates, while inviting our community to get creative in the kitchen, all with the mission of helping others around the world have access to food, water, and education.

Our current partners include:
Today is the Day!
High Five! It’s Time.

Today is the Day!
If you’ve read to here and it all sounds just about right to you, we would love nothing more than to have you join us this coming term for loads of culinary nutrition magic.

If you have any questions at all, do not hesitate to send us an email at info@culinarynutrition.com or give us a call toll-free at 855-558-0233 and we’ll be happy to help.

ENROLL NOW
Still Have More Questions?

The following questions are answered on our FAQ page. Please check it out here.

- How often is this program offered? When is registration open and when does it close?
- Do we get ongoing access to the program?
- I don’t know the first thing about cooking. Is that okay?
- What is the cost of the program?
- Do you offer scholarships for the program?
- Can I get a refund? What happens if I change my mind after I enroll, or once the program begins?
- How long is the program? How much time do I need to set aside per week?
- Can I do the program at my own pace?
- Are you flexible with assignment deadlines?
- I’m vegan/paleo/pescatarian/allergic to nuts/have limited access to ingredients / I’m gluten-free and dairy-free. Can I still take the program?
- I really just want to learn how to cook and I’m not interested in using this professionally. Is this program for me?
- If I sign up for one level, but later wish to upgrade, can I do that?
- Can I register for the business program later?
- Can I become a Certified Instructor?
- Is this program recognized by provincial/state/national boards?