

Diet menus at home end up with excuses to avoid starting a diet

LOCATION: Seville

DURATION: 1:31

SUMMARY: Two entrepreneurs from Seville have innovated in the diet business offering their clients the possibility to receive diet menus at home with the amounts recommended by a nutritionist. This delivery is made once a week, what it is an advantage for those who find difficulties is starting a diet because they don't have enough time. Apart from this, it also allows to gain time to practise sports, another indispensable factor for weight loss.

VTR:

The heat is coming and when we are at the beach we always think the same, that we must start a diet but we usually can't achieve to finish it.

"It is very difficult to follow a diet."

PEASANTS

"We are not perseverant to do it."

"People don't have time to do the shopping and cooking."

Sara receives this box at her home containing everything she needs to follow a diet for a week. It is a service started by two entrepreneurs who wanted to innovate in the diet business offering their clients prepared food in the amounts recommended by a nutritionist.

SARA GONZÁLEZ

Client

"I don't have to do the shopping or cooking, and I can eat in 10 minutes."

DAVID LÓPEZ

Co-founder 'My Diet Plan'

"Apart from the advantage of giving everything done and that they lose weight, we are offering quality of life."

SUSANA SANTERVÁS

Nutricionist

"We elaborate a Mediterranean menu in our kitchens and we take it home. So it makes it easier with the cooking, patients know that they have the necessary calories to get to the objective we have established at the consult."

This way they become allies in the struggle against the worst enemy of diets, lack of time.

SUSANA SANTERVÁS

Nutricionist

"We eat the first thing that we find in the fridge. Apart from that, there is no time for physical activity. Having the week organized permits to organize the rest of things better, also teaching us to have a varied diet."

A solution that ends up with excuses to avoid following a healthy diet.

For more information or support please call +34 662 369 820 or email
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