

PLENISH

**FUEL YOUR AMBITION**

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Kara Rosen asserts her moral right to be identified as the author of this work.

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## INTRODUCTION

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Looking back, I can see that I was always proactive and had a strong work ethic. My last book, written when I was in my early 30s, was about the journey of eating well to cleanse and heal. Now in my late 30s, I can reflect that the last few years have been the most challenging, yet most satisfying, of my life. I left my career in magazine publishing, moved country, had a baby and, several months later, started Plenish.

I moved to the UK to be with my husband a month after we married, leaving my home and job in New York behind me. During my 11-year career at Condé Nast, I worked around the clock and had the opportunity to express my creativity and hone my business skills. We did great work

and were rewarded for it with upward motion. It was a busy but fulfilling career that I took a lot of pride in, and I suddenly felt a huge void without it. I hadn't realized how much being on a journey fulfilled me. Without it, I felt as though I was standing still, and I didn't enjoy the feeling.



NEVER  
STAND  
STILL

# GROW EVERY DAY

## INTRODUCTION

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I freelanced as a stopgap while I explored my career options and enrolled in some cooking classes to meet people and make delicious food (some of my favourite activities). I spent a lot of time looking for ingredients, talking to growers at the farmers' markets (hey, this is what you do when you arrive in a country with no family, no friends and no job!) and learning a lot about the processes behind many of the products we buy off the supermarket shelves. I wasn't impressed. Being an avid juicer, I was also very frustrated that I couldn't find the organic, cold-pressed juice that I had grown to depend on in the US, so I started creating my own. My new friend Romi (another expat I had recently met in a post-natal yoga class), a talented dietician, was in a similar situation to me, and worked with me to create a range of juices that were not only delicious,

but nutrient dense and low in natural sugar. We worked exclusively with growers who followed organic growing procedures (which reduce the exposure to pesticides and promote healthy soils).

A few weeks had gone by, and I was buzzing - partly because of all of the cold-pressed juices I was drinking, but mostly because I felt inspired by what we were creating. I started making juices for people I worked with, friends in my yoga class, and asking people for their feedback on how the juices made them feel. The feedback was wildly positive. Not only was I able to be creative, but I also found a way to make people feel good while following sustainable and ethical practices, and it awakened a passion and drive in me that I hadn't experienced before. I felt awake and like I needed to run.



## INTRODUCTION



Plenish was born from my own healing experiences via juice and plant-based food, and from my passion for sharing these nutrient-dense recipes so others can feel great, too. I was frustrated with the lack of integrity in most products on the supermarket shelves and I wanted to do something about it.

Since founding Plenish and finding a way to harness that passion and ambition, I've never been more clear on what we are PRO . . .

PRO revolutionizing the way we make and distribute food without preservatives and sugars. PRO supporting farmers who grow our organic produce without the use of harmful pesticides. PRO educating people on investing in wellness, not illness, and PRO building a brand that is a

platform to inspire and influence real change.

As a brand we never stand still: we relish moving forward, because if you're not moving, you're not growing. Finally, we will continue to challenge ourselves to over-deliver on health and quality and make it more accessible.

Plenish has given me the opportunity to meet some amazing creators and entrepreneurs. A common theme among these ambitious people is that they have more passion and ideas than they do time. They rely heavily on diet and lifestyle choices so they can squeeze it all in. We will peek into the lives of some of these incredible people (see pages 42–59), who will inspire you (as they do me) to dream big and reach for the stars.

# DREAM BIG

# RECIPE FOR SUCCESS

In this chapter we introduce you to some proudly ambitious individuals. They reveal what drives them and the things they do to proactively fuel forward ready to dream big, reach for the stars and crush it.

Gone are the days where the leaders of tomorrow are fuelled on fizzy drinks, coffee and chocolate and sleep three hours a night.

The new breed of entrepreneurs and successful leaders view their health and lifestyle as the physical and emotional foundation on which to build their success. Investments in a healthy lifestyle like food, drink and exercise are not luxuries but essential building blocks for the business and life they want to create.

Ambition is the key common denominator of this group - it doesn't only apply to their work, they have a drive to be successful in all areas of their very busy, very inspirational lives! Follow their lead to succeed on your own ambitious path.

## THE NEW BREED OF ENTREPRENEUR



Driven by passion



not financial reward



Entrepreneurs always feel as though there is a lot more to achieve on their journey



**100%**

of the people we profiled are proud to say they are very ambitious



Schedule exercise as a priority



Sleep on average about 7-8 hours per night



# SARAH ROBB O'HAGAN

Executive, activist and entrepreneur, Sarah Robb O'Hagan is described by the media as everything from 'Superwoman undercover' and the 'Queen of the Jocks' to the ultimate example of where fierce businesswoman, mother and fitness fanatic meet. Named among *Forbes*' 'Most Powerful Women in Sports', and recognized as one of Fast Company's 'Most Creative People in Business', she is an internationally recognized re-inventor of brands, but if you ask her, she'll say she's in business to help individuals and teams achieve their potential. Sarah has had leadership roles at some of the world's most iconic brands - including Virgin and Nike - and has taken her own entrepreneurial leap, to found a movement called Extreme Living - helping people to unlock their potential by discovering their own exploitable traits. Yes, please!

1. **What's your title and what do you do?** I am an executive, an entrepreneur and an activist.
2. **What time do you wake up and go to sleep?** I believe in 7-8 hours' sleep a night: bed by 10.30pm and up by 5.30 or 6am.
3. **Do you sleep well?** For the most part, yes. I try to read (a book not an iPad) and that helps me fall asleep. Sometimes when I am dealing with work stress I struggle to turn my mind off. But I usually just deal with it and try to remember that everything seems easier to deal with in the light of day!
4. **Favourite meal of the day?** Dinner. It is the one meal I get to sit down and enjoy with my family.
5. **Other than work, what are you passionate about?** My family. There's nothing more fun than adventuring through life with them and watching them learn and grow. We are big travellers and adventure seekers - it's my greatest joy to experience new things and take on challenges together. Likewise, I am energized by helping people get more out of themselves professionally and personally. That's why I started my platform ExtremeYOU.
6. **How did you get started?** As a marketing trainee at Air NZ. I am from New Zealand and I wanted to travel the world, so

I figured Air NZ was the best place for me. I absolutely loved it. Thanks to my leaders and mentors at Air NZ, I was able to relocate to the United States and pursue my American dream.

7. **Do you consider yourself ambitious? Are you proud to say that out loud?** Absolutely. Yes. I have been ambitious as long as I can remember! To me it is about being an explorer. I always want to try more, see more, do more and push myself to be more than I am today. Life is short; I don't want to get to the end and feel like I could have gotten more out of it!
8. **Who or what motivates you?** BIG mountains to climb (metaphorically). I love taking on challenges and testing myself. Most importantly, I love being part of a team - my family, my group of running girlfriends or my business teams - there's nothing more fulfilling than accomplishing it together.
9. **Where are you in your journey?** I feel like I've got a LOOOONG way to go and so much more I want to experience.
10. **How do you get it all done?** I have the most incredible support system in the world. My husband is the lead parent and he totally kicks ass. He is SO organized, and thanks to him we all manage to be in the right place at the right time! Beyond that I have brilliant siblings and close friends that I check in with a lot when I am trying to figure hard things out.
11. **Being busy, what are your top tips for staying healthy?** You MUST prioritize your health and fitness. I see my health and fitness as the foundation for everything I do. My time working out is the time each day that I make myself strong - mentally, emotionally and physically.
12. **Top tip for being successful?** Get outside your comfort zone. Push yourself to find your extremes: take risks, be bold. Take ownership for all the consequences - good and bad - because that's how you grow.
13. **Your guilty pleasure?** Netflix!
14. **What is your recipe for success?** Oatmeal smoothie with blueberries and raspberries.

## THE SARAH

### INGREDIENTS

- + 1/4 cup gluten-free oats
- + 1/2 cup unsweetened almond or cashew m\*lk (see page 92)
- + 1/2 cup blueberries
- + 1/3 cup raspberries



# 5. THE FOOD



101

## BAKED EGGS WITH MUSHROOMS, SPINACH, GOATS' CHEESE + CHILLI

G SF V

This is a weekend brunch must! It's very straightforward to prepare, yet offers something a little bit different and the pumpkin seeds add a wonderful crunch. If you fancy something more substantial, a layer of cooked quinoa in the base of the oven dish works well, and beautifully absorbs the rich mushroom and spinach juices.

+ SERVES 2

+ APPROXIMATELY 35 CHEWS PER MOUTHFUL

### INGREDIENTS

- + 2 portobello mushrooms
- + 1 tablespoon cold-pressed rapeseed oil or extra virgin olive oil
- + 1 packed cup baby spinach
- + freshly grated nutmeg
- + 1 teaspoon Dijon mustard
- + 2 tablespoons crumbled goats' cheese

- + 3 large eggs
- + 1 tablespoon pumpkin seeds
- + 1 teaspoon dried chilli flakes
- + 1 lemon
- + few sprigs of fresh thyme (optional)
- + salt and pepper

Preheat the oven to 200°C (400°F), Gas Mark 6 and place an oven rack near the top.

Wipe the mushrooms clean, and slice. Heat the oil in a medium saucepan. When hot, add the mushrooms and let them sauté. Season with salt and pepper. Keep the heat high, as this will encourage the water released from the mushrooms to evaporate, and prevent the overall dish from being soggy.

After 5 minutes add the spinach, some freshly grated nutmeg and the Dijon mustard, and stir. Once the spinach has wilted, turn off the heat.

Scatter the mushroom and spinach mix into a small ovenproof dish. Crumble over the

goats' cheese and crack the three eggs on top. Scatter over the pumpkin seeds and add a twist of black pepper and a sprinkling of chilli flakes.

Bake at the top of the oven for 10 minutes, or until the whites of the eggs are set, but the yolk remains slightly runny (or as you like it).

Allow to rest for a few minutes, then squeeze over some fresh lemon juice and serve in shallow bowls. A scattering of thyme leaves is a lovely addition if you have any to hand.

This dish should be juicy and creamy; wholesome comfort food perfect for kick-starting an active Saturday morning!



# 5:2 JUICE PLAN

The 5:2 diet is a weight management plan centred around intermittent fasting. You reduce your calorie intake two days per week and resume normal, healthy eating the remaining five days.

For this 5:2 juice plan you will replace food with juice on your two reduced-calorie days. This will restrict your daily calorie intake to approximately 500 calories for women and 600 calories for men.

We have many clients who use our juice-based solution for the 5:2, as it fits into their busy lifestyle with minimal effort. You can download a success tracker from: [www.plenishcleanse.com/TrackMySuccess](http://www.plenishcleanse.com/TrackMySuccess)

We recommend spreading your juices out to 1 glass (approximately 250ml or half of one recipe) about every other hour to keep blood sugar levels balanced. This breaks down as shown in the chart below.

## ♂ WOMEN

You will need a total of 1 litre of juice per day (choose any of the fruitless or green juices to keep calories under 500) and 500ml of nut m\*lk per day, such as plain cashew or almond. 1 litre of juice is equivalent to two juice recipes, and 500ml of nut m\*lk is equivalent to one nut m\*lk recipe, all of which can be found in Chapter 3.

## ♀ MEN

You will need a total of 1.5 litres of juice per day (choose any of the fruitless or green juices to keep calories under 500) and 500ml of nut m\*lk per day, such as plain cashew or almond. 1.5 litres of juice is equivalent to three juice recipes, and 500ml of nut m\*lk is equivalent to one nut m\*lk recipe, all of which can be found in Chapter 3.

DAY 1

WOMEN	250ml Fit p. 66		250ml Fresh p. 72		250ml Deep p. 66		250ml Focus p. 72		500ml Almond m*lk p. 92				
	250ml Fit p. 66		250ml Sing p. 70		250ml Balance p. 73		250ml Deep p. 66		250ml Strength p. 73		250ml Smart p. 69		500ml Almond m*lk p. 92

DAY 2

WOMEN	250ml Deep p. 66		250ml Focus p. 72		250ml Fit p. 66		250ml Fresh p. 72		500ml Almond m*lk p. 92				
	250ml Deep p. 66		250ml Balance p. 73		250ml Smart p. 69		250ml Fit p. 66		250ml Sing p. 70		250ml Strength p. 73		500ml Almond m*lk p. 92

MORNING

NIGHT