



FOOTBALL

FUELING FOR SUCCESS

While there are many variables that factor into being a successful athlete, we at Hammer Nutrition are convinced it's primarily dependent on three key factors:

- 1. The use of high quality equipment** – You will probably never need the “limited edition, gold plated, this-pro-athlete-uses-it” model, but you absolutely need to use high quality equipment, the right kind for your chosen sport.
- 2. The incorporation of an intelligent training and recovery program** – You can't just ad lib a training regimen and hope that the pieces will fall into place. You need a systematic, incremental, personally adapted training program that places equal emphasis on training and recovery.
- 3. The consistent use of high quality fuels along with a sensible fueling program** – As an athlete, you place enormous physiological demands on your body. Thus, your nutrient requirements are much greater than the average person. To get the most out of your body, and to achieve greater success in your sport, you need to put the right fuels, and the right amounts of those fuels, in it.

All three of these areas are vitally important. However, we believe that the fueling component is arguably the most important. If that aspect of athletic performance is neglected or improperly attended to, you will never get the full value out of the money you spend on equipment or all the time you've spent in training. With the gap between first place, middle-of-the-pack, and last place narrowing every year, it's important to make sure you stay focused on all three areas, especially the kind of fuel you put in your body. Remember, the quality of the fuel you consume greatly determines the quality of energy you'll get out of your body.

Key Hammer Nutrition Fuels for Football Players

HEED

A 1:1 replacement for the neon colored sports drinks found in supermarkets and convenience stores. Formulated without refined sugar, citric acid, or any artificial ingredients, HEED contains complex carbohydrates for high-quality, rapid-acting, long-lasting energy (no “peaks and valleys”), and a full spectrum of electrolytic minerals to help maintain the optimal performance of many important bodily functions, including muscular function and protection against cramping. Only healthy sweeteners are used in HEED—stevia and xylitol—so it will not promote tooth decay. In fact, these sweeteners help improve oral hygiene.

General Application: Sip gradually during workouts, practices, and games.

Hammer Gel

A concentrated source of complex carbohydrates, no simple sugars or artificial ingredients. Hammer Gel provides quick-acting, long-lasting energy.

General Application: Consume 1-2 servings (2 for larger athletes) prior to workouts, practices, and games. Consume an additional serving every 30-45 minutes during.

Endurolytes/Endurolytes Extreme

Supplemental electrolytes in capsule form to be taken in addition to HEED to help maintain optimal electrolyte levels and assist in preventing cramping issues during intense, prolonged exercise. Under extremely hot conditions, and especially if the athlete is not acclimated to those conditions Endurolytes Extreme is the better option, as it has three times amount of salt (sodium chloride) and potassium. Note that athletes who consume a high-salt/sodium diet will need to supplement with Endurolytes Extreme as well while they are conscientiously working on lowering the amount of salt/sodium in their diet. Look for high amounts of salt crust on skin and clothing, which indicates a high-salt/sodium diet.

General Application: Consume 1 Endurolytes capsule for every 60 pounds of body weight 15-20 minutes prior to workouts, practices, and games. Take the same dose every hour (during workouts and practices) or at the end of each quarter (during games). Athletes using Endurolytes Extreme should consume 1-2 capsules in the same manner.

Recoverite

A superior recovery drink containing an ideal 3:1 ratio of complex carbohydrates and 100% pure whey protein isolate, plus a generous 3 grams of L-glutamine per serving. Recoverite delivers the macronutrients needed for optimal post workout recovery: carbohydrates for glycogen replenishment (“refilling the tank with fuel”), protein for muscle tissue repair and anti-inflammation support, and a full spectrum of electrolytes to restore proper electrolyte balance. The amino acid L-glutamine, among its numerous benefits, is critical for maintaining maximum immune function.

General Application: One serving should be consumed within 30 minutes of completing workouts, practices, and games.

Hammer Whey

Pure, 100% grass-fed whey protein isolate, completely devoid of unnecessary and unhealthy ingredients, including antibiotics or hormones. The whey protein isolate in Hammer Whey is the most bioavailable of any source, so it goes to work quickly to provide the many benefits attributed to whey protein isolate, especially muscle tissue repair and anti-inflammation. Bolstered with 6 grams of immune system-boosting L-glutamine, Hammer Whey is the easy and ideal way to meet your daily protein needs.

General Application: Consume 1-2 servings a day to augment your protein intake in the diet. One serving may be consumed prior to bedtime to provide the amino acids the body needs to perform many of its recuperative processes. This naturally boosts human growth hormone (hGH) release to optimize muscle-tissue rebuilding.

Hammer Whey/Vegan Protein Bars

Super high-quality protein in the convenience of an energy bar. Made with all-natural ingredients and tastes delicious.

General Application: A delicious snack option throughout the day, in between meals. During games, Hammer Protein Bars—Whey or Vegan—are excellent to consume as a healthy halftime snack, in addition to the Hammer Gels and HEED.

Hammer Nutrition High Performance Tips

In order to achieve peak performance on the field, athletes must not only consume the right fuels, they also need to consistently practice proper fueling habits. Here are five easy ways to promote your athletic performance quickly and noticeably:

- 1. Stay properly hydrated all day long!** With approximately 60% of your body being comprised of water, it goes without saying that it's vitally important to maintain optimal hydration status all day long. Unfortunately, a lot of people (perhaps you?) live in a state of perpetual dehydration. That negatively affects athletic performance and overall health. Starting now, gradually increase your fluid intake—primarily from pure, clean water—so that the total number of ounces you're drinking on a daily basis is equal to half your body weight in pounds (e.g. 180-lb athlete should consume 90 ounces of fluids daily, in addition to what is being consumed during exercise). During exercise, drink 18-25 ounces of fluid per hour, and up to 28 ounces per hour during hot weather.
 - 2. Fuel on "the lean side".** It's interesting to know how many calories you're burning every hour during exercise; however, that amount isn't really a factor in terms of how many calories your body can accept in return from your fuel donation. The goal of caloric intake is to consume the least amount necessary to maintain energy levels where you want them to be hour after hour. For the majority of athletes, this represents an intake of 120-200 calories per hour. And if you find that's not quite enough calories, that's an easy fix—you simply consume a few more.
 - 3. Ditch the junk foods and fuels.** Remember, every calorie counts and the quality of what you consume during exercise and in your daily diet is of paramount importance. Low-grade "junk" calories from sugar, starch, and unhealthy fats should be limited as much as possible. Keep in mind the oft-used computer adage "garbage in, garbage out," understanding that it definitely applies to fueling... what you put in your body determines what you'll get out of your body.
 - 4. "Refill the tank" ASAP after all your workouts!** Your body wants to reward you for the efforts you made in training, strengthening the immune system, rebuilding muscle tissue stronger, and storing more minutes of readily available fuel (glycogen) in the muscles. All you have to do to enjoy all of these performance-enhancing benefits is supply your body with the materials it needs right away—ideally within the first 30 minutes after exercise—meaning complex carbohydrates and high-quality protein such as found in Recoverite.
 - 5. Don't eat for 3 hours prior to your practices or games.** By not consuming any calories in the 3-hour period prior to your workouts, practices, and games, you put your body in the ideal physiological state to use its "reserves"—the finite stores of glycogen stored in the muscles—most efficiently, while also utilizing the vast amount of calories from body fat stores more effectively. The "no calories for 3 hours prior" rule is especially important in the case of football, where 100% effort is required instantly and on a repeated basis for hours at a time. In order for the body to do this effectively and perform optimally, it cannot be expending its energy digesting food. Start every workout/practice/game on an empty stomach. Refrain from consuming calories for 3 hours prior to the start. You'll be lighter on your feet and you'll basically eliminate stomach issues from occurring. You'll see noticeable improvements in both your speed and endurance.
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General Guidelines

- If an early morning workout or practice is scheduled make sure you have a high-quality meal the night prior. Eat until you're satisfied but no more. Don't overeat!
- NEVER sacrifice sleep for food! The first fuel the body will start using when the workout/practice/game begins is the glycogen stored in the muscles. This is one reason why ASAP post-workout fuel replenishment is so important, as it maximizes glycogen storage potential. Interestingly, even after a full night's sleep, a fasting period in essence, the body will still have retained every calorie of muscle-stored glycogen. Your brain may be saying, "I'm hungry," but your muscles are saying, "We're good to go!" So instead of getting up early just to eat, stay in bed and enjoy all the recuperative benefits of a full night's sleep. Upon rising, begin hydrating with plain water until 5 minutes before beginning the workout (some coffee is fine as well). At that point, calories can be introduced as suggested below.
- If an afternoon practice is scheduled, finish lunch 3 hours prior to the start.
- On game day, if, as an example, kickoff is at 7:00 pm, the athlete should eat a main meal between around 3:00 pm, completing it no later than 4:00 pm. Remember to not overeat. Eat until satisfied but no more.
- Within 30 minutes after a practice or game, be sure to replenish the body with an adequate supply of carbohydrates and protein. Recoverite or a Hammer Whey plus carbohydrate shake/smoothie effectively fulfills this all-important requirement easily and thoroughly.
- Bedtime hormone spike! Consume one serving of Hammer Whey just before bed, mixing in water, not milk or juice. This will naturally elevate human growth hormone (hGH) levels by up to 400%. This, along with a good night's sleep, is critical for maximizing recovery and muscle growth.

Fuel Selection and Timing

- Begin sipping **HEED** 5-10 minutes just before starting and continue to drink regularly and moderately throughout the workout/practice/game.
- **Hammer Gel** – One serving can be taken as needed instead of **HEED** to boost energy before and during workouts, practices, and games. Consume 1 serving 5-10 minutes prior to the start and repeat at 30-45 minute intervals.
- **Endurolytes/Endurolytes Extreme** – If using **Endurolytes**, consume 1 capsule for every 60 pounds of body weight. Take the first dose 15-20 minutes prior to workouts, practices, and games, with the same dose every hour (during workouts or practices) or at the end of each quarter (during games). Athletes using **Endurolytes Extreme** should consume 1-2 capsules in the same manner. Increase dosage of either product in hot conditions and if cramping is a concern or presents itself.
- After each workout, practice, and game be sure to consume a 2-4-scoop serving of **Recoverite** to kick-start the recovery process. A **Hammer Whey** protein shake/smoothie (be sure to add some carbs) is another option. Follow this initial calorie intake with a high-quality solid food meal. Allow 2-3 hours of digestion before bed whenever possible. From conclusion of evening meal until bed, little if any calories should be consumed unless weight gain is desired.

Basic Guidelines for Optimal Performance and Health**

- 1. Universal dietary principle “Eat the rainbow!”** Seek out the widest variety of colors in the food you eat. Purposely try to eat different colored vegetables, fruits and even protein. The color of any given food item indicates the specific nutrients it provides. “Eating the rainbow” in every food group ensures that you are getting the broadest spectrum of nutrients possible and thus limiting deficiencies that will compromise health and performance.
- 2. Get adequate amounts of sleep!** The athlete should be in bed for a minimum of 8 hours per night, preferably 10. This is especially true for younger athletes who are still growing and developing. Since they often have to get up early for morning workouts or practice, going to bed at a reasonable time is essential. Also, as mentioned earlier, do not sacrifice sleep just to eat.
- 3. Stay hydrated!** Minimum daily water consumption is $\frac{1}{2}$ ounce per pound of bodyweight. Beverages such as coffee and tea count, but the majority of your fluid intake should come from pure, clean water. The amount you need to consume is in addition to what you drank during a workout, practice, or game.
- 4. Maintain adequate protein intake!** Daily minimum is 0.6 grams per pound of bodyweight, but we recommend the following:
 - $\frac{3}{4}$ gram to a maximum of 1 gram of protein per pound of bodyweight is ideal for building lean muscle
 - $\frac{1}{2}$ gram per pound of bodyweight is ideal for maintaining existing muscle mass

Protein should be sourced from whole foods as much as possible. Protein bars and powders should be less than $\frac{1}{4}$ of total daily protein intake. To meet daily protein requirements, protein should be eaten at every meal with protein-rich snacks such as Hammer Whey or Vegan Protein Bars in-between meals.

Get an app, a book, or whatever resource is most convenient to measure and learn how much protein is derived from food type and each meal. Add daily protein intake to record keeping for training, etc.

The low-down on carbohydrate/starch intake

- Eat plenty of high-water content, leafy green, and cruciferous vegetables every day. Seven to eight servings daily is the ideal amount to work towards. Eat 3-4 servings of whole fruits every day.
- Grains and starchy vegetables should be consumed intentionally and used to maintain, gain, or lose weight.
- Athletes wishing to gain weight should eat starchy carbohydrates freely up until 3 hours before bed.
- Athletes wishing to lose weight should eliminate starch in the evening meal. If more weight loss is needed, eliminate starch at midday as well. For maximum weight loss, eliminate all starch from the daily diet.
- As long as plenty of low starch vegetables and fruits are consumed, lowering or eliminating starch from the diet will not compromise energy levels, endurance, or strength.
- Wheat should be moderated and replaced with rice, potatoes and other grains like buckwheat, barley, rye, etc. Athletes that have acne will benefit significantly by limiting or eliminating wheat/gluten from their diet. This will tend to reduce or eliminate acne/pimples.

The facts on fat. Getting adequate amounts of healthy fats is essential for all humans, athletes included. Healthy fats come in for from foods such as raw nuts (not roasted/salted!), olive oil, avocados, and fish. Those wishing to gain weight should focus on healthy fats even more.

***The above recommendations are provided for information purposes only and are not intended to provide specific dietary or medical advice. All athletes should be supervised by a qualified health care professional at all times.*