Purple 101

You get a personalized amount of SmartPoints® to spend on any food you choose and 300+ foods that are zero.

DID YOU KNOW?
We’ve set up a Connect group just for people on Purple! See what other members are eating (and doing and posting) in the WW app.
Shrimp fried rice
Quick one-pan dinners are great for weeknights. Aim for protein, starch, and veggies all in the same meal.

Keep a bag of cooked shrimp in your freezer. They’re an easy way to add protein to stir-fries, soups, salads, and more.

Look for dark sesame oil at your supermarket. It’s so flavorful that you need just a tiny bit.

Brown rice has almost six times the fiber of white rice. Using it in this meal saves 3 SmartPoints.

Your ZeroPoint food categories

Fruits
Vegetables
Eggs
Chicken and turkey breast
Fish and shellfish
Dairy and dairy alternatives
Beans and legumes
Tofu and tempeh
Whole-wheat pasta and grains
Potatoes

Check out some of your Zero Heroes starting on page 37.
5-day menu

Just want to know what to eat? This meal plan will help you get started. Follow it, or mix and match. Skip the foods you don’t love and dig into the ones you do.

Want more? With 7,000+ recipes in the WW app, your taste buds will never be bored.

Curious what other members are eating? Scroll through real-time posts on Connect!

Find all the recipes in this book at WW.com/my-ww-recipes.

DAY 1

**Breakfast**
BLT breakfast cheese toast with an orange

**Lunch**
Pulled-chicken ancho chili and black bean soup with 7 tortilla chips and 3 tbsp homemade guacamole

**Snacks**
Sliced pear or apple with 1 tbsp almond butter

**Dinner**
POST-SOCCEER PRACTICE
Beef and vegetable stir-fry with brown rice

DAY 2

**Breakfast**
Toast 1 frozen whole-grain waffle, spread it with 1 tbsp peanut butter, and top with banana slices and a dash of cinnamon.

**Lunch**
GREEK SHRIMP BOWL
Steamed shrimp, cooked farro, lettuce, peppers, and cucumber with 1½ tbsp crumbled feta, lemon juice, and fresh dill

**Snacks**
Banana–chocolate chip mini muffin and coffee with fat-free milk

**Dinner**
Chicken Parmesan sandwich with Italian-inspired vegetable soup

Special dessert? Want a beer? Tap into your weekly SmartPoints!
**DAY 3**

**Breakfast**
Cranberry-almond morning barley  
4

**Lunch**
Pesto chicken salad sandwich with Italian arugula salad  
8

**Snacks**
Grapes, 2 oz low-fat cheddar, and 7 almonds  
3

Deviled eggs with capers and dill  
0

**Dinner**
Chickpea and spinach stew served over whole-wheat couscous  
1

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**DAY 4**

**Breakfast**
Western omelet  
2

**Lunch**
OUT FOR BURGERS
Small fast-food cheeseburger with condiments and a garden salad with 1 tbsp Italian dressing  
11

**Snacks**
Plain fat-free cottage cheese with fresh fruit  
0

Banana or apple  
0

**Dinner**
Italian turkey sausage and pepper pasta  
3

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**DAY 5**

**Breakfast**
Poblano and egg breakfast sandwich with fresh fruit  
4

**Lunch**
Ranch barbecue chicken salad  
4

**Snacks**
BOOK CLUB NIGHT
2 medium chocolate-covered strawberries  
3

Fresh veggies with 3 tbsp homemade guacamole  
2

**Dinner**
Swordfish and veggie skewers with creamy avocado sauce, served with brown rice or quinoa  
3

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*Track your meals and earn WellnessWins™. Redeem them for real rewards!*
Pack in the protein
Layer quinoa in vegetarian bowls. You can treat it like a grain. (It’s really a seed.) Plus, it adds extra protein. *Greek quinoa bowls with chickpeas, peppers, and eggplant*

Totally delicioso
Quinoa makes a great stand-in for rice in paella. *Quinoa paella*

DID YOU KNOW?
Quinoa contains a coating called saponin, which can make it taste soapy and bitter. Be sure to rinse it before you cook it, or buy pre-rinsed quinoa at your supermarket.

A new twist on oatmeal
Put cooked quinoa in a bowl with fat-free milk and a little sugar. Microwave for a quick and satisfying hot breakfast. *Coconut-quinoa with mango*
**Zero Hero**

**Sweet potato**

**Give toast a makeover**
Toasted sweet potato slices make a nutrient-rich replacement for bread.

*Bacon, egg, and cheese sweet potato toast*

**Add creaminess**
Sweet potato purée makes soups thick and rich with almost no dairy.

*Spanish-spiced roasted pepper bisque*

**Replace the fat**
Stir mashed cooked sweet potatoes into quick-bread batter to cut back on sugar and oil.

*Sweet potato quick bread with pumpkin seeds*

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**DID YOU KNOW?**
Not all sweet potatoes are the same. Japanese sweet potatoes have a thin, smooth skin, a milder flavor, and creamy yellow flesh.
Rise and shine
Wake up to a nourishing breakfast by soaking your oats overnight and topping with juicy mango in the morning.
*Tropical overnight oats*

Satisfying snack
Add a dose of fiber to your homemade energy balls by adding finely chopped oats to the mixture.
*Choc-peanut bliss balls*

**A new twist on muffins**
Warm up with a warm oat-and-cinnamon mug muffin.
*90-second mug muffin*

**DID YOU KNOW?**
Oats contain antioxidants plus key minerals, like magnesium and zinc, and beta-glucan, a type of a soluble fiber that can help regulate blood sugar and improve total cholesterol.
**Chickpeas**

**Replace eggs in sweet treats**
Puréed chickpeas add fiber and protein to no-bake cookie bites. 
_No-cook peanut buttery cookie dough bites_

**Boost your burger**
Use chickpeas in veggie burger patties. It gives them a rich, slightly nutty taste. 
_Chickpea and brown rice veggie burger_

**Power up pasta**
Add them to pasta dishes for more fiber and protein. 
_No-mayo pasta e ceci salad_

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**DID YOU KNOW?**
A chickpea plant’s deep root system helps prevent soil erosion. It also requires little to no fertilizer, and its leaves have a natural insecticide that keeps bugs away.
**Build a meal**

*Start with a ZeroPoint® food*  
0  

*Add some veggies*  
0  

*Bump up the flavor*  
0  

*Include some fats*  
3

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**Tofu, broccoli, and butternut squash with creamy tahini sauce**  
3

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**Start with ZeroPoint foods**  
0  

*Add some veggies*  
0  

*Bump up the flavor*  
0  

*Include some fats*  
1

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**Soba noodle chicken bowl**  
1

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**DID YOU KNOW?**

To easily peel and prep ginger, run the back of a spoon over the skin. Then square off a piece of peeled ginger and chop, slice, or mince.
Looking ahead to your next four weeks

We’re really committed to your success, so over the next four weeks, you’re going to hear from us a lot, especially by email and in the app. Here’s a road map of what’s ahead.

Week 1

Food

If you do only one thing this week... Aim to track at least one meal each day.

Why?
Tracking what you eat is about more than tallying up SmartPoints®. It also helps you build awareness of your patterns. And research shows that tracking food is one of the best predictors of weight loss!

insider tip

Included in your Workshop membership is a free mini coaching session! At the end of each week, you can ask your Coach for that week’s mini session and get some extra one-on-one guidance.
If you do only one thing this week...
Listen to a 5-Minute Coaching session in the WW app.

Why?
Humans have a tendency to think more about what’s not going well than what is. But research tells us that paying attention to what is working helps us build momentum.

If you do only one thing this week...
Set up your environment to help you be more active. Try putting your alarm clock across the room (next to your sneakers) to help you get up—and moving.

Why?
Want to manage stress and sleep better? Regular activity (any kind!) definitely helps. It’s also the single best predictor of who keeps weight off and who doesn’t.

If you do only one thing this week...
Check out the sleep tracker in the app. It’ll help you find solutions to whatever is getting in the way of a good night’s rest.

Why?
How well you sleep directly impacts your choices—including what you eat.
Get a weekly action plan

We’ll help you build a plan for the week ahead with updated app features to make your journey more personalized than ever before!

Step 1
Personal assessment

We’ll start by understanding a little bit more about how you think and feel, what you eat, your activity level, and your sleep.

Let’s get to know each other.

For us to build a weight-loss and wellness plan together, we need to understand a little bit about how you think and feel, and also some basics like your height and current weight.
Step 2
Weekly check-in
Measuring your progress on the scale doesn’t always tell the whole story of your week. We’ll also check in on how you felt and what worked and help you focus on the week ahead.

Step 3
Progress report
We’ll analyze each component of your wellness and give you a comprehensive readout of your progress each week!

Step 4
Action plan
If you want, we’ll help you choose a goal for the upcoming week so you can stay on track.
Flavor boosters

These ingredients are a surefire way to add flavor while keeping SmartPoints® low. All have a SmartPoints value of 1!

- Dried cranberries: 1 tbsp
- Maple syrup: 1 tsp
- Shredded Parmesan: 2 tbsp
- Blue cheese: 1 tbsp
- Olives: 8 large
- Pistachios: 14 nuts
- Powdered sugar: 2 tsp
- Almonds: 7 nuts
- Candied ginger: 2 tbsp

You don’t need much. A little powdered sugar goes a long way.
Stock your pantry

PRODUCE
☐ Fresh fruit
☐ Fresh vegetables
☐ Fresh herbs
☐ Leafy greens, coleslaw mix, or shredded carrots for salads
☐ Precut fresh vegetables for soup, stir-fries, and kebabs
☐ Corn
☐ Peas (green, sugar snap, snow, etc.)
☐ Silken or firm, regular or low-fat tofu

MEAT + POULTRY + FISH
☐ Skinless chicken or turkey breast, chicken thighs
☐ 98% fat-free ground turkey or chicken
☐ Lean pork chop or pork loin
☐ Lean, trimmed flank steak, beef tenderloin, or strip sirloin
☐ Fish
☐ Shellfish

DAIRY + EGGS
☐ Eggs, whole or egg substitute
☐ Fat-free or low-fat milk
☐ Regular soy milk (plain)
☐ Almond milk
☐ Nonfat plain yogurt
☐ Reduced-fat or regular cheese
☐ Low-fat shredded or string cheese
☐ Crumbled feta or Parmesan
☐ Reduced-fat cream cheese
☐ Nonfat cottage cheese
☐ Part-skim ricotta

BREAD + CEREAL
☐ Reduced-calorie bread
☐ Thin sandwich bread or English muffins
☐ Whole-wheat or corn tortillas
☐ Plain oatmeal
☐ Unsweetened shredded wheat or whole-grain cereal
☐ Pizza dough

DELI
☐ Roasted whole chicken
☐ Lean deli meats
☐ Hummus

GRAINS + PASTA
☐ Whole-grain or regular pasta
☐ Brown rice or white rice
☐ Bulgur, quinoa, or barley

CANNED FOODS + STAPLES
☐ Tomato sauce or jarred marinara sauce
☐ Diced tomatoes
☐ Fat-free salsa
☐ Black beans or chickpeas
☐ Vegetables (without added salt and sugar)
☐ Unsweetened fruit (in water)
☐ Chicken or vegetable broth
☐ White tuna (in water), canned salmon
☐ Peanut or other nut/seed butter

SEASONINGS + CONDIMENTS
☐ Cooking spray, oil, and vinegar
☐ Salt and pepper
☐ Dried herbs and spices, seasoning mixes, dry rubs
☐ Hot sauce
☐ Mustard
☐ Ketchup
☐ Reduced-sodium soy sauce
☐ Steak sauce
☐ Teriyaki sauce

FROZEN
☐ Edamame
☐ Vegetables (without added sauce and salt)
☐ Unsweetened fruit
☐ Veggie burgers (with 2 grams of fat or less)
☐ Vegetarian ground “meat”
☐ Whole-grain waffles
☐ Sorbet
Pick right-for-you portion sizes

Portions are personal. The portion size that’s right for you depends on what you’re eating, how much you want to eat, and what fits into your SmartPoints® Budget.

1 cup Fist
1 tsp Fingertip
3 oz meat Palm
1 tbsp Poker-chip-size circle in palm of hand
1 to 2 oz meat Cupped hand
1 oz meat or cheese Thumb

insider tip The best way to learn is to do some measuring with measuring cups and spoons. Over time, you’ll train your brain to serve up the right amount automatically. But when you’re out and about, this guide can make it easier to guesstimate.
Your top questions

What do members want to know most? Glad you asked.

Can I eat as many ZeroPoint™ foods as I want?
ZeroPoint foods don’t need to be measured or tracked, but that doesn’t mean they’re all-you-can-eat. Sure, you could boil a dozen eggs and eat them in front of the TV, but you probably won’t feel so good. Eating any food, even ZeroPoint foods, to extremes could make you gain weight. Like everything, it’s about balance and becoming mindful of what you’re eating.

Can I switch colors?
Absolutely! But we recommend giving it two weeks before you make a change. Why? It can take a while to get used to a whole new way of eating. Our research shows that two weeks is a good amount of time to adjust.

If you decide that switching is what’s best for you, you can do it right in the app in Settings.

Is one color “better” than another?
Nope. Each one is based on our proven SmartPoints system and all are designed to give you similar weight loss. Ultimately, the color that’s “best” is the one that gives you the most flexibility, because that’s the one that will be the most livable for you.

Can I swap FitPoints for SmartPoints?
We believe in moving more because it gives you energy, helps you feel comfortable in your own skin, and is vital in helping you keep off the weight you lose. Plus, it just feels good. That’s why you earn FitPoints for the movement you do. “Swapping” is when you swap the FitPoints you earn for more SmartPoints. To start, this feature is turned off in Settings. But if swapping works for you, feel free to turn it on.
Stay connected

Here’s where you can find us between Workshops. We’re constantly serving up great tips, recipes, mantras, videos—basically, anything we think will help you succeed.

- Join the #WWCookingClub
- Try a challenge on Connect
- Shop for your favorite snacks
- Feel seen on Instagram
Disclaimer and citations

SmartPoints® values are based on available nutritional information (or estimated when required).