

CONTENT: SUMMARY FOODSPORT CONCEPT



**Idea****What is *Foodsport* about?**

Target Group

There is a wide variety of books and recommendations which deal with health topics. Despite this battle of Do's and Don'ts, obesity and a lack of physical activity appear to be becoming an ever-increasing problem. The *Foodsport* concept is an intensive investigation into the reasons for this contradiction from a very different angle, which is our everyday lack of time.



Challenge

Foodsport presents tips and tricks for a more healthy and active lifestyle, which can be followed and implemented very easily and effectively within the shortest time. This strategy also allows you to enjoy tasty food with no need to starve or have a guilty conscience.



Benefits

The *Foodsport* book will be published in October 2006, by GABAL in Offenbach, Germany. For the time being, it will be only available in German.

Owner /
Author

Contact



Idea

Who belongs to the target group?

**Target Group**

Foodsport is primarily developed for people who would like to achieve a healthier, more active and lean lifestyle, without spending too much extra time on it. These people are particularly men or women who



Challenge

... are not able to find enough time for a balanced diet or regular exercises, mainly due to their work commitments

... are regularly forced to eat away from the home or during business trips



Benefits

... mainly eat convenience food or other readymade food

... have unhealthy nutrition habits because they have a lack of cooking skills and / or insufficient knowledge about a balanced diet

Owner /
Author

... live away from home during the week due to their job and who are forced to meet their own food needs during this time



Contact



Idea

What kind of consumer needs would *Foodsport* like to meet?



Target Group



Challenge



Benefits



Owner / Author



Contact

	Health	Enjoyment	Time efficiency
Food	<i>"I would like to do more for my health and to keep in shape without starving."</i>	<i>"I need to enjoy my food and it needs to be varied at the same time. I would also like to enjoy culinary "sins" without a guilty conscience."</i>	<i>"My meals should be ready quickly, easily and even spontaneously. I would like to take the right food decisions not only at home. When I'm out and about, I should be able to eat more healthily too."</i>
Sport	<i>"My exercise should be effective and should protect me from health risks. Health comes before beauty, although I do think it's important to look good."</i>	<i>"I should enjoy my exercise, but it should not be too taxing for me. If I am not able to do my exercise regularly for a while, I should not give up for good."</i>	<i>"The time taken to exercise should not be too long, so that it will fit in my tight time schedules. So I should not have any excuse for repeatedly missing it out."</i>



Idea

What are my benefits?



Target Group

Practising *Foodsport* means,

... finding the right balance between professional career and a more healthy and active lifestyle to achieve a better quality of life despite an everyday lack of time



Challenge

... identifying typical traps which are omnipresent and responsible for an unhealthy lifestyle, and learning to overcome them successfully



Benefits

... shedding surplus weight and learning how to control body weight without starving or doing without tasty food

... organising the household in such a way that fresh food is available around the clock and learning how to prepare it in a delicious and speedy way



Owner /
Author

... learning healthy eating when away from home and especially while at work (e.g. restaurant, canteen, business trip)



Contact

... learning how to exercise regularly without spending too much extra time and without overdoing it



Idea

Who is behind *Foodsport*?



Target Group

Tamer Kemeröz has a university degree in Economics and worked for many years as Sales and Strategic Marketing Manager in various international management positions. During his career he has also been responsible for the development of new strategic business fields in markets for healthy living. Since October 2003 he has been managing his own consulting business.



Challenge

He has always had a great affinity for topics dealing with food, health and sports. Cooking is also one of his major passions. Throughout his whole career he has been frequently challenged to maintain his balanced lifestyle, although there was very little time for this.



Benefits

In 1999 he decided to systematically track his behaviour patterns for the first time. He was keen to understand why his personal lifestyle seemed to work in comparison to others. His project progress was also accompanied by nutritionists and sports experts.

**Owner /
Author**

Based on his personal passion, a new concept for a healthier lifestyle emerged and he finally called it *Foodsport*. From this point on, the aim was to help the many busy people with limited time resources to lead a healthier, more active and enjoyable lifestyle.



Contact



Idea



Target Group



Challenge




Benefits



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