

POWERFUL FITNESS FOOD



**North Carolina
Sweetpotatoes**



Sweetpotato THE NATURAL ENERGY B



STER

Whether they are participating in endurance sports, regular workouts or marathons – athletes need a **balanced diet**. With smart pre-workout snacks and meals after sports, physical and mental performance can be optimised in a targeted manner.

Plantbased foods are a good basis for this, as they score high in nutrients and low in calories.

Sweetpotatoes from North Carolina are one such power food for athletes. Thanks to their high level of carbohydrates and rich fibre content, sweetpotatoes keep you fuller for longer, not to mention their versatility in the kitchen. Whether it's before a workout or after, sweetpotatoes are the perfect sidekick to your fitness programme.





5 REASONS to embrace SWEETPOTATOES

NUTRIENTS

Sweetpotatoes are packed with essential vitamins and minerals that can improve your athletic performance.

NATURALLY SWEET

Thanks to the enzymes involved in breaking down carbohydrates, sweetpotatoes naturally contain no extra sugar. In addition, the orange vegetable is free of fat and cholesterol, and is only 85 calories per 100g.

VEGAN AND PLANT-BASED

The vegetable is not only glutenfree, but also suitable for athletes who follow a vegan or vegetarian diet.

GLYCEMIC INDEX

The name of the sweetpotato is deceptive. With its low glycemic index, it is also suitable for diabetics. This means that after consumption, blood sugar levels increase at a significantly slower rate when compared to foods containing sugars. Cravings are also less frequent as you are left feeling fuller for longer – an advantage if your goal is to lose weight.

ENDLESS POSSIBILITIES

Breakfast, salad, smoothie, or snack on the go – thanks to their slightly nutty flavour and creamy texture, sweetpotatoes can be prepared in a variety of ways.

The natural superfood can be cooked in the microwave, in the oven, on the grill or stove, and is at home in both sweet and savoury dishes.





CARBOHYDRATES

Sweetpotatoes are made up of complex carbohydrates – long chains of sugar molecules. Carbs help fuel fast and slow twitch muscle activity, making them important for explosive exercise and longer endurance activity. It's not uncommon for marathon runners to consume more sweetpotatoes in the days before the big race, because carbohydrates are metabolised more efficiently by the body during sport than protein and fat. Conversely, a lack of carbs in their system could lead to a drop in performance.

VITAMIN A

When eaten with the skin on, one medium-sized sweetpotato contains over 100% of the recommended daily amount of vitamin A, which plays a large role in vision, bone development, and immune functions, all crucial areas for an athlete.

VITAMIN C

This is helpful for reducing inflammation in the body as well as improving recovery from injuries. Furthermore, for any athletes that are practicing a vegan, vegetarian, or plant-based diet, Vitamin C is vital in aiding iron absorption.

FIBRE

Sweetpotatoes are high in fibre, a nutrient that helps with digestion and fullness. Dietary fibre can also play a key role in helping to reduce cholesterol.

POTASSIUM

Sweetpotatoes are a great source of potassium. This is a very important mineral for a healthy heart and can help lower blood pressure. Potassium also helps regulate heart rhythms and muscle contractions.

ANTIOXIDANTS

There are plenty of antioxidants in the orange vegetable, which can reduce both exerciserelated inflammation and the risk of chronic diseases.



**NUTRITIONAL
VALUES
at a
GLANCE**

Pre-Workout SNACK IDEAS

If you want to give your all during a training session, you should pay close attention to your nutrient intake beforehand. Despite carbohydrates being considered an important factor for energy levels and performance, the storage capacity for them in the body is limited. Endurance athletes should consider consuming a higher proportion of carbs in their daily diets.

Sweetpotatoes naturally contain a large amount of carbs, which makes them the right ingredient for pre-workout meals and snacks. Our delicious recipes provide plenty of energy and help maximise physical and mental performance during workouts.



SWEETPOTATO ENERGY COOKIES



CLICK >



**SWEETPOTATO
BLUEBERRY BAKED
OATMEAL**



CLICK >



**SWEETPOTATO
ENERGY BITES**



CLICK >



POST-WORKOUT

Recipe Inspiration

After every performance, the body must recover quickly to reduce risk of injuries. During this regeneration phase, relaxation as well as the right nutrients are essential. A carbohydrate-rich meal with sweetpotatoes will help to replenish depleted energy stores. Our delicious recipes are easy to prepare and provide balanced, high-energy meals.



CLICK >



**SWEETPOTATO
SMOOTHIE BOWL**

**SWEETPOTATO
HASHBROWN
CASSEROLE**



CLICK >



CLICK >



**SWEETPOTATO JUICE
WITH CARROTS & GINGER**

**BBQ APPLE SWEETPOTATO
TURKEY SLIDERS**

CLICK >





**SWEETPOTATO
SMOOTHIE**



**SWEETPOTATO
WRAP**

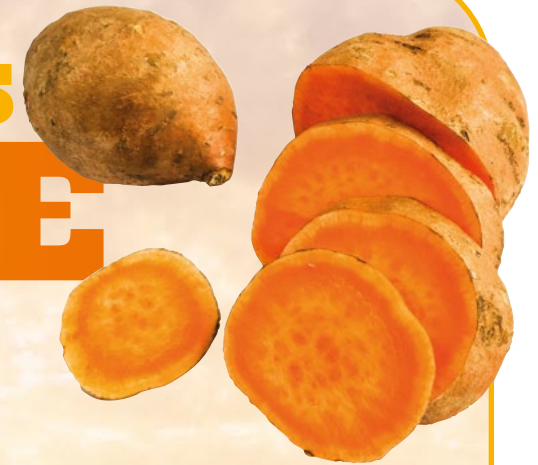


SWEETPOTATO BURRITO BOWL

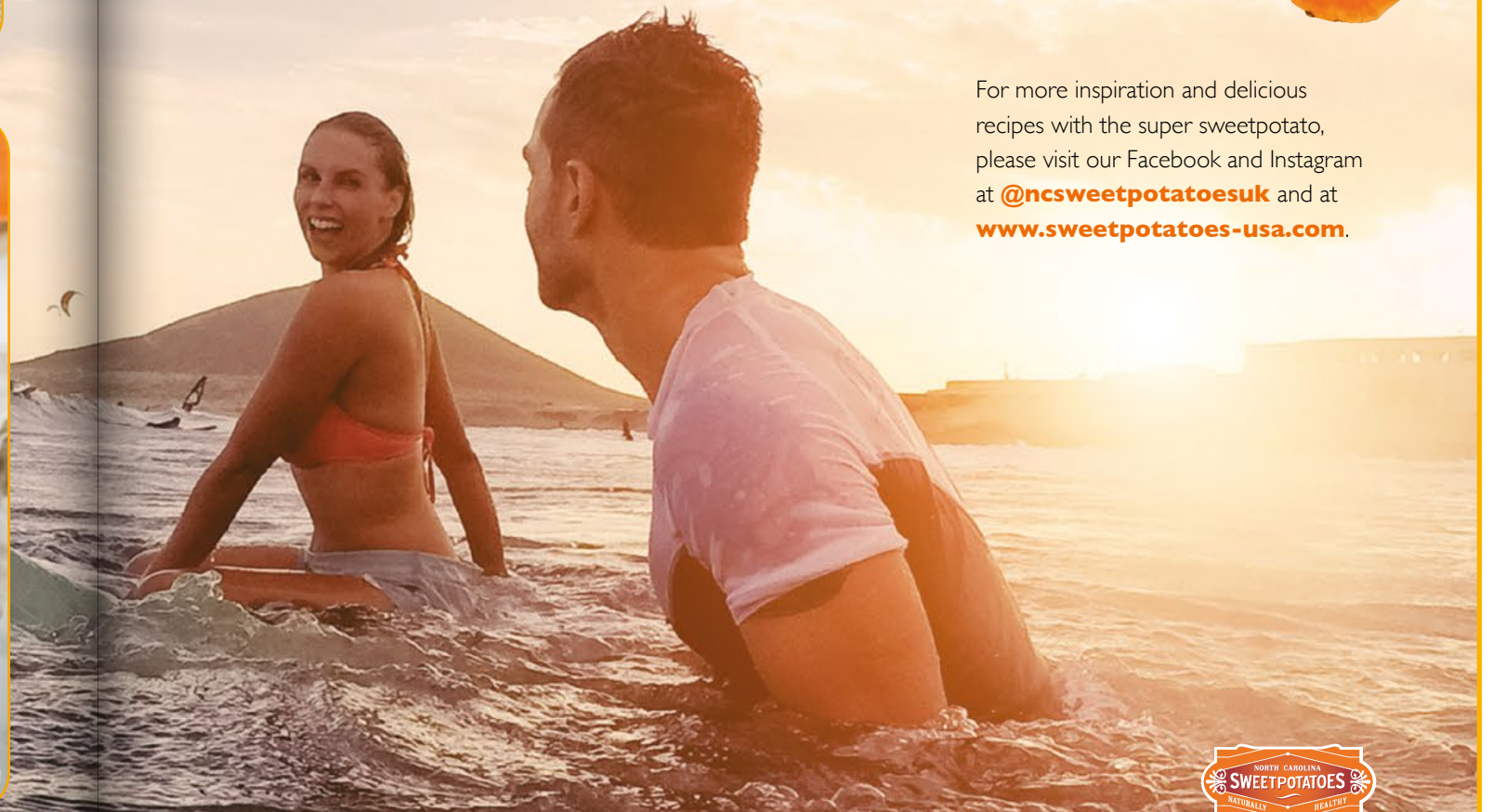


**SWEETPOTATO
SPREAD**

Delicious **RECIPE** ideas



For more inspiration and delicious recipes with the super sweetpotato, please visit our Facebook and Instagram at [@ncsweetpotatoesuk](#) and at www.sweetpotatoes-usa.com.



SWEET FACTS on SWEET- POTATOES

The state of North Carolina is the largest producer of sweetpotatoes in the USA. Across the pond, farmers use state-of-the-art cultivation methods to ensure a sustainable practice.



DO SWEETPOTATOES FROM NORTH CAROLINA TASTE BETTER?

Yes! Because in North Carolina, they are grown and stored with care and consideration over a longer period. Before the sweetpotatoes reach our markets, they are stored at an optimal and consistent temperature and humidity that makes the veggies taste sweeter and more aromatic than those that are freshly harvested. This aroma is slightly nutty, and the taste is reminiscent of a pumpkin or carrot.

HOW SHOULD THEY BE STORED?

Cool, but not cold! With sweetpotatoes being a tropical vegetable, they should not be stored in the fridge. They like it dark, cool, and airy – preferably without foil or bags. If stored correctly, sweet potatoes will easily keep for a few weeks. Furthermore, they will keep for an additional seven days in the fridge, when blanched or cooked.



NORTH CAROLINA Sweetpotatoes

Our database of over 100 recipes, as well as information on North Carolina Sweetpotatoes, can be found on our website at www.sweetpotatoes-usa.com.

For more information or to receive our printable recipe cards, please contact us.



www.sweetpotatoes-usa.com



@ncsweetpotatoesuk