



Food Freedom Forever: Letting Go of Bad Habits, Guilt, and Anxiety Around Food by the Co-Creator of the Whole30

By Melissa Hartwig

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End the yo-yo dieting cycle... forever. Welcome to the Food Freedom plan.

Millions of people have successfully completed the groundbreaking Whole30 program and radically transformed their energy, sleep, cravings, waistline, and health. Now, *Food Freedom Forever* offers real solutions for anyone stuck in the exhausting cycle of yo-yo dieting and the resulting stress, weight gain, uncontrollable cravings, and health complaints. In her newest book, best-selling author Melissa Hartwig defines true “food freedom” as being in control of the food you eat, instead of food controlling you. Resets like the Whole30 can jump-start the process, but as anyone who has dieted knows, holding onto that freedom and creating healthy habits that last is the hard part. In her detailed 3-part plan, Melissa will help you discover food freedom, no matter how out of control you feel; walk a self-directed path that keeps you in control for months on end; gracefully recover when you slip back into old habits; and create the kind of food freedom that stays with you for the rest of your life.

Food Freedom Forever shows you how to design your reset, making your short-term protocol maximally effective. You’ll learn how to spot your specific triggers before they’re pulled and strategies for dealing with temptation, strengthening your new healthy habits, and boosting your willpower. Melissa also shares advice for retaining your food freedom during holidays, vacations, periods of life stress, social pressure, and criticism from friends and family. By the last page, you’ll have a detailed plan for creating the perfect diet for you, finding your own healthy balance, and maintaining the kind of control that brings you real food freedom every day.



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Editorial Review

Review

“Food can play a powerful role in pleasure, health, and celebration—but it can also be a source of remorse and anxiety. In *Food Freedom Forever*, Melissa Hartwig explores how we can enjoy food, yet feel free from cravings and negative feelings. It’s a practical, realistic, compassionate—and even funny—guide to establishing a new relationship with food.”

—**Gretchen Rubin, *New York Times* best-selling author of *Better Than Before* and *The Happiness Project***

“Eating clean can be tough, but Melissa makes it easy! Her philosophy truly works, without counting calories or being a slave to the scale. Her program, the Whole30, helped change my own philosophy on food and how I eat. *Food Freedom Forever* is a must-have for anyone who wants to make changes in their life. . .and make them last.”

—**Molly Sims, model, actress, and lifestyle blogger**

“I’m a huge fan of Hartwig’s Whole30 Program, and *Food Freedom Forever* picks up where *Whole30* leaves off by tackling the mind-body connection as it pertains to your relationship with food. Our health and wellness goals are often sabotaged because we are at the mercy of our food...controlled by food addictions, unhealthy habits, even perpetual calorie counting that locks us into an obsessive tug-o-war. Food should be a source of sustenance and enjoyment, and Melissa helps bring the enjoyment back by providing tools, tips, and suggestions for creating an extremely personal prescription for healthy eating. I loved this book and truly think it can help anyone stuck on the treadmill of yo-yo-dieting and weight troubles.”

—**Mark Sisson, author of *The Primal Blueprint*, publisher of MarksDailyApple.com**

“*Food Freedom Forever* gives you everything you need for achieving dietary success, for today and for the rest of your healthy life. Melissa Hartwig’s information is spot-on in terms of scientific validity, and wonderfully approachable in terms of its implementation.”

—**David Perlmutter, MD, author, #1 *New York Times* bestseller, *Grain Brain: The Surprising Truth About Wheat, Carbs, and Sugar—Your Brain’s Silent Killers***

“Step away from the calorie counting, food obsessions, and unnecessary restriction. In *Food Freedom Forever*, Melissa Hartwig delivers a sustainable, healthy diet that will fuel your mind, body, and spirit, and place you in control of your food for life.”

—**Emily Deans, MD, Harvard Medical School**

“I’m a ‘real food’ registered dietitian who believes the standard low-fat, high-carb, ‘everything in moderation’ advice is complete nonsense. Repairing our relationship with food is critical in order to live a happy life, and Melissa’s plan in *Food Freedom Forever* is exactly what *does* work for my clients. This is no crash diet, and it’s way more important than a weight loss plan—it’s the beginning of the rest of your life!”

—**Diana Rodgers, RD, LDN, NTP**

“Nutritionist Hartwig (The Whole 30) presents dieters with a guide to developing a healthier relationship with food. Organized into 14 easy-to-follow chapters with titles such as “Diets Don’t Work” and “Spot Your

Triggers,” and written in a highly conversational and candid fashion, the book lays out a doable program designed to allow readers to gain a sense of control over their eating. The crux of the program, and where it begins, is with the process of eliminating troublesome foods linked to overeating and cravings. Upon completion of this strict 30-day period, dieters will reintroduce certain foods, one at a time, in order to identify which are most problematic. Though elimination diets are not new, Hartwig’s approach differs from others, such as J.J. Virgin’s Virgin Diet, in being primarily focused on psychological well-being rather than weight loss. Refreshingly, readers are assured that falling off the wagon is not failure, but just part of the process. Hartwig succeeds in making the case that seemingly uncontrollable desires for food truly can be conquered with hard work.”

—*Publishers Weekly*

“Hartwig is a co-creator of Whole30, a program based on the elimination and reintroduction of potentially troublesome foods. This is not a diet, according to the author, but a lifetime plan aimed at stopping cravings, healing inflammation, and allowing eaters to savor and enjoy food without guilt. There are three parts to the plan: resetting (eliminating potentially troublesome foods, then reintroducing them systematically after 30 days), enjoying food freedom, and acknowledging slip-ups. Hartwig, a certified sports nutritionist, expands the original Whole30 structure by offering customizing options while still insisting on strict adherence to the chosen program. Hartwig supports her approach by citing scientific studies she interprets as demonstrating that the brain thrives on limited options. Promised results include less stress, better sleep, improved digestion, and more energy. What make this book particularly valuable are Hartwig’s emphasis on non-scale-oriented victories and her practical strategies for handling inevitable backslides, naysayers, and stubborn old habits. The prospect of food freedom is appealing, and Hartwig’s conversational style and no-nonsense stance make her plan seem doable. This is sure to be a popular purchase.”

—*Booklist*

About the Author

MELISSA HARTWIG is a Certified Sports Nutritionist who specializes in helping people change their relationship with food and create life-long, healthy habits. She is the *New York Times* bestselling co-author of *It Starts With Food* and *The Whole30* and has been featured by the *Today Show*, *Dr. Oz*, the *Wall Street Journal*, *Outside*, and *SELF*. Melissa has presented more than 150 health and nutrition seminars worldwide and shares resources with, writes articles for, and provides support to more than 2 million people a month through the Whole30 website and social media feeds.

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I like cupcakes.

Cake is fine. Ice cream is not my thing. Whoopie pies just don’t bring it, and cheesecake is damp and squishy and reminds me of the “M” word (moist, ew). My favorite go-to yummy treat is, very specifically, a cupcake. It’s the frosting-to-cake ratio that seals the deal, and there has to be a generous heap of dense, gritty, so-sweet-it-hurts-my-teeth frosting on top. Like, inches of it.

Maybe I should have just said, “I like frosting.”

Every year on my birthday, I eat a cupcake (or two). It’s been a tradition for as many years as I can remember. This year, on a gorgeous late-winter Saturday, I rode my motorcycle over to my favorite cupcake shop, fully intent on taking something (maybe two things) home with me. I got there, practically skipped inside, gazed at the huge variety of cake and frosting combinations, and . . . meh. I stood there debating every sugary-sweet option with the intention of celebrating my favorite day of the year with my favorite decadent food, but when I really thought about it, I just didn’t want one.

So I went home.

Turns out, my birthday was just as awesome as usual. I celebrated just as hard. I didn't feel deprived, because it was my decision. I knew that if I wanted a cupcake the day after my birthday, or the day after that, or every day for a week the following month, I would just have one. Because grown-up, money, motorcycle, and free will.

That is food freedom.

Not the part where I scrounged up every ounce of willpower just to deny myself a cupcake on my birthday. That didn't happen. Not the part where I walked away just to prove how "strong" I was, or because I was terrified of the calories rocketing toward my waistline. None of that happened. Not the part where I raided the pantry later that night because it was my birthday and damn it, I deserved a treat. That didn't happen either.

Food freedom happened when I took the time to ask myself what I really wanted and made a conscious, deliberate decision in the moment. I wasn't swayed by the false promises of sugar, salt, and fat; held hostage by the tradition of birthday cupcakes; or enslaved to a Sugar Dragon who started roaring the minute I told myself I could have a treat on my birthday. I just thought about it, happily made my choice, and got on with my life. The end.

Food freedom is realizing I can have anything I want, any time I want it . . . and in the moment, simply honoring whether or not I really want it.

Fast-forward to Easter, a few weeks later. If you follow me on social media, you know I have a passionate love for the processed, foodlike products that are chocolate crème eggs. I LOVE them. They're not "special" in the sense that you can pick them up in any old convenience store or pharmacy, but they're special to me. Growing up, my mom would make me and my sister these amazing Easter baskets, overflowing with the usual suspects—marshmallow chicks, ankle socks, jelly beans, dental floss (See: jelly beans)—and tucked away at the bottom, one glorious chocolate crème egg. Candy was a big deal in our house, reserved only for very special occasions, so this egg was my most prized possession. I always saved it until everything else was gone, and ate it in the tiniest bites to make it last.

To this day, my mom sends me a pack of three crème eggs before Easter every year. It almost makes me want to heart emoji. Almost.*

This year, on a random Thursday at 2:30 in the afternoon, I decided I wanted one. I unwrapped it, sat down on the couch, sighed contentedly, and savored every tiny bite. I made that egg last a solid 20 minutes, then I texted my mom to say thank you. ("I knew U couldn't wait 4 Easter!" was her response.) It's the least healthy food I'll eat all year, but it was 100% worth it in that moment. And I didn't need it to be Easter Sunday to relive that warm childhood experience.

I only ate one, because that's all I wanted. In fact, as of the time of this writing, the others are still sitting on my kitchen counter, not because I'm strengthening my resolve or proving to myself I have willpower. I've just been too lazy to move them to my pantry.

Guys, if I wanted another one, I'd just eat it.

This is also food freedom: The realization that eating something that makes me happy is what makes the

occasion special, and that “because it’s delicious” is a good enough reason to indulge all by itself. I’m the one who gets to decide what’s worth it, special, or delicious. I get to make that choice on a moment-to-moment basis. I can think I want one, then decide to pass. I can take one bite, then abandon the rest. I can reach for one, then choose to eat two. I can indulge three days in a row, or not at all for a week.

I get to decide.

You can have this, too, with whatever foods you decide are worth it, special, and taste as good to your mouth as they do to your soul. You can have it without punishing yourself after you eat them, feeling guilt or shame for your indulgence, or spiraling out of control once your brain registers the first hit of sweet, salty, fatty reward. You can feel confident in your decisions, satisfied with your choices, and in control of your own health and happiness. You can free up all that energy you used to spend obsessing over food to focus on more productive things. Like how you’ll celebrate your birthday this year: the first year of your food freedom journey.

This is your forever lifestyle.

You can have this. I’ll show you how.

Welcome to food freedom.

Users Review

From reader reviews:

Bonnie Skelton:

The book Food Freedom Forever: Letting Go of Bad Habits, Guilt, and Anxiety Around Food by the Co-Creator of the Whole30 can give more knowledge and information about everything you want. Why must we leave a very important thing like a book Food Freedom Forever: Letting Go of Bad Habits, Guilt, and Anxiety Around Food by the Co-Creator of the Whole30? Some of you have a different opinion about book. But one aim that will book can give many details for us. It is absolutely correct. Right now, try to closer using your book. Knowledge or information that you take for that, it is possible to give for each other; you could share all of these. Book Food Freedom Forever: Letting Go of Bad Habits, Guilt, and Anxiety Around Food by the Co-Creator of the Whole30 has simple shape nevertheless, you know: it has great and massive function for you. You can appear the enormous world by start and read a e-book. So it is very wonderful.

Caleb Jones:

The book Food Freedom Forever: Letting Go of Bad Habits, Guilt, and Anxiety Around Food by the Co-Creator of the Whole30 has a lot details on it. So when you make sure to read this book you can get a lot of gain. The book was authored by the very famous author. Tom makes some research ahead of write this book. That book very easy to read you may get the point easily after reading this article book.

Brenda Lee:

This Food Freedom Forever: Letting Go of Bad Habits, Guilt, and Anxiety Around Food by the Co-Creator of the Whole30 is brand new way for you who has curiosity to look for some information mainly because it

relief your hunger info. Getting deeper you onto it getting knowledge more you know otherwise you who still having small amount of digest in reading this Food Freedom Forever: Letting Go of Bad Habits, Guilt, and Anxiety Around Food by the Co-Creator of the Whole30 can be the light food for you personally because the information inside this specific book is easy to get by anyone. These books develop itself in the form and that is reachable by anyone, yeah I mean in the e-book application form. People who think that in guide form make them feel tired even dizzy this book is the answer. So there is no in reading a e-book especially this one. You can find what you are looking for. It should be here for you actually. So , don't miss this! Just read this e-book sort for your better life and knowledge.

Margaret Pace:

In this era which is the greater man or woman or who has ability to do something more are more valuable than other. Do you want to become certainly one of it? It is just simple solution to have that. What you are related is just spending your time not very much but quite enough to enjoy a look at some books. One of the books in the top record in your reading list is Food Freedom Forever: Letting Go of Bad Habits, Guilt, and Anxiety Around Food by the Co-Creator of the Whole30. This book and that is qualified as The Hungry Slopes can get you closer in turning into precious person. By looking upward and review this e-book you can get many advantages.

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