

THE E-FACTOR DIET

**MEAL PLANNING
BLUEPRINT**



by John Rowley



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This publication is presented for information purposes, to increase the public knowledge of developments in the field of strength and conditioning. The program outlined herein should not be adopted without a consultation with your health professional.

Use of the information provided is at the sole choice and risk of the reader. You must get your physician's approval before beginning this or any other exercise program.



MEAL PLANNING BLUEPRINT

The E-Factor Diet Meal Planning Blueprint

As Simple as 1 - 2 - 3!

I break this section into morning, day and nighttime meals and snacks. You should be eating five to six small meals a day, depending on your body size and your activity levels that day. Using this guide as you plan your meals will make eating very simple.

1. Morning meals ... are going to consist of foods that are high in protein, moderate in fat and include all the fibrous veggies you want. Just make sure these are foods you can tolerate and foods which don't cause you a histamine effect. These meals should include **Energetic and Enzymatic Foods**.

**If breakfast is right after your weight training workout then you may want to have a small yam or other starchy carb with your protein and veggies. This kind of carbohydrate at this time will actually be a benefit to you in terms of your fat loss and health goals.

** If you haven't worked out before breakfast, don't have the yam or other starchy carbohydrate and keep it low carb.

Important note: You want to stay away from typical breakfast foods that are supposed to give you energy like cereals, bagels, pancakes, waffles, juice, etc. because in reality, these foods force your body to depend on **sugar** all day. They make you crave and overeat carbohydrate-rich, sugary foods in order to try and sustain that energy. The result is not just an *energy* crash. Your entire fat-burning metabolism crashes as well. Here's what that means **to you**. If you eat sugary



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foods early in the day, your body is stuck in a vicious cycle of **sugar dependence**. It's a lot like drug addiction. Once **hooked**, you literally cannot control the cravings. This is just the opposite of what we have been told.

MORNING MEALS AND SNACKS

High Protein
Moderate Fats
Very Low Carbohydrates
Include an Enzymatic Food or Supplement

Morning Meals



Morning Meals are going to consist of foods that are high in protein, moderate in fat and all the veggies you want, that don't cause you a histamine effect (or that you are intolerant to).

If breakfast is right after your weight training then you might want to have a small yam with your protein and veggies. If you haven't worked out before breakfast, don't have the yam.



You want to stay away from typical breakfast foods that are supposed to give you energy like cereals, bagels, pancakes, waffles, juice, etc., because in reality, these foods force your body to depend on **sugar** all day.



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2. **Midday meals** ... will be high in protein and low in fat. These meals and snacks should include **Endothermic Foods**. These will help you burn fat naturally.

MIDDAY MEALS AND SNACKS

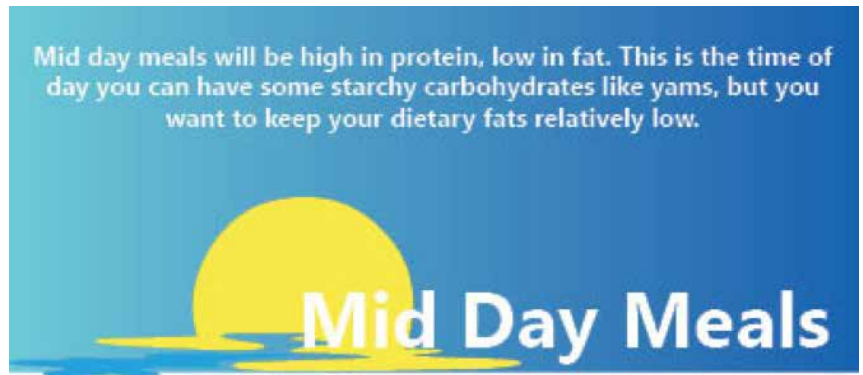
High Protein

Low Fat

Moderate Starchy Carbohydrate

This is the time of day when you can have some starchy carbohydrates like yams, but you want to keep your dietary fats relatively low. Remember, if trying to lose body fat, when fats are high, carbohydrates should be low. It would also be ideal to do your weight training workout right before you have a meal with starchy carbs so they are less likely to be stored as body fat. The starchy carbs after weight training will be used to replace your glycogen which will keep your muscles looking full. You can have some starchy carbs at this time of day as long as you respond well to starchy carbs.

Mid day meals will be high in protein, low in fat. This is the time of day you can have some starchy carbohydrates like yams, but you want to keep your dietary fats relatively low.



It would be ideal to do your weight training workout right before you have a meal with starchy carbs so they are less likely to be stored as body fat. The starchy carb after weight training will be used to replace your glycogen, keeping your muscles looking full.

Mid day meals can be grilled chicken, flank steak or some lean protein with a small yam and steamed or raw broccoli.





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3. Nighttime meals ... are going to be higher in fat, moderate in protein and lower in carbs. You can have all the carbs from fibrous veggies you want. This is the time to have your salad and veggies along with your protein and healthy fats. Slightly increasing your fat at night also helps with your hormone production while you sleep, and keeps you satiated so you don't get hungry.

NIGHTTIME MEALS AND SNACKS

High Fat
Moderate Protein
Low Carbohydrate

It is very important to pay attention to how your body responds to the foods you are eating. Don't just eat, but be aware of the effect the foods you are eating have on your body, energy, mind, joints and even your sleep and mood.



Night time meals are going to be higher in fat, moderate in protein, and lower in carbs. You can have all carbs from veggies you want. This is the time to have your salad and veggies for sure along with your protein and healthy fats. Slightly increasing your fat at night also helps with your hormone production while you sleep and keeps you satisfied so you don't get hungry.



Night time meals can be grilled chicken or white fish, a large salad, steamed broccoli, asparagus or another vegetable, with olive oil drizzled over the salad.

Night Time Meals





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Clean and Nutrient-Dense Foods

I am sure you have heard the phrase, “*eating clean*.” That is the phrase that bodybuilders, world-class athletes, models and celebrities use. I think eating clean is descriptive but these “clean” foods are also nutrient dense foods. **Nutrient-dense foods** are foods which have a lot of **nutrients**, but relatively few calories.

Clean, nutrient dense foods are natural. Lean proteins, fresh, raw or steamed vegetables and some fruits would all be in this category. Basically, avoid “unclean foods” (junk foods) which are concentrated in calories and will make you fat, weak, leave you feeling hungry and age you quickly. A concentrated calorie food will contain a lot of calories, but will take up little room in your stomach. By eating only whole, natural, unprocessed foods, you will avoid most concentrated calorie foods. I don’t know anyone who has gotten fat or overeaten on apples and broccoli, but we have all gotten carried away with pizza, cookies, cake and ice cream, haven’t we?

Which Foods to Eat

The key to eating properly is to know what you can eat and what you can’t eat AND when to eat each food. You need protein, carbohydrates, fats and water. Let’s take a look at them one at a time.

Protein

Protein is an “**endothermic**” food. Endothermic is a word we coined and is the combination of two words: “endo,” which refers to your endocrine and immune systems, and “thermic,” which refers to **foods that burn fat naturally!** Protein is



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an endothermic food that will help boost the hormones that slow aging and speed up fat loss. It will help you build lean muscle which will provide your body more energy on a day-to-day basis. So, as you can see, protein is also an “energetic” food. In short, protein feeds your muscles so that you can become healthy, strong and shapely while stimulating your endocrine and immune systems and providing you with steady energy.

Through the years of assisting others in their health and fitness goals, I have seen that most people simply don't get enough protein. In fact, increasing protein is even more important than cutting carbs. I seldom meet anyone who thinks they are *not* getting enough protein. Unfortunately, most people do not even realize they don't eat enough protein and it is killing their metabolisms.

If you are looking to stay or get lean, energetic, strong and healthy, then protein should be in your fridge at all times for easy eating. Protein allows your body to heal itself. Protein is also what makes your muscles grow and muscle is what keeps you lean. You need lots of protein to build and maintain muscle. I will show you just how much protein you need, and an easy way to keep track of it.

How Much Protein?

The rule of thumb is at least one gram of protein per pound of body weight per day. For example, a 100 pound person would need at least 100 grams of protein. This is a unisex rule; it doesn't matter if you are a man or a woman. It is still one gram of protein per pound of body weight. To see how much protein you'll need, use your current weight, not your goal weight, to calculate your protein amounts. It's that simple. The bottom line is, you aren't going to get fat on protein, and it will keep your hunger at bay, leaving you satisfied longer so you don't eat the other garbage.

Okay, I can hear you now ... *“I don't know how to measure, nor do I want to go around measuring my protein every time I eat.”* Don't worry; you don't have to be



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meticulously exact. I will show you an old bodybuilding trick and give you a chart to make it simple. We're all about keeping things simple around here so you can truly make this a lifestyle, and not just a temporary diet. So, when it comes to measuring your protein, we consider twenty grams of protein a serving. A twenty-gram serving of meat is approximately the size of a deck of cards. Bada bing bada boom ... simple, right???

Let's go back to our examples. A 100 pound person would need at least five servings of protein during the day.

100 pounds = 100 grams of protein

100 grams divided by 20 grams of protein/serving = 5 portions

Now, just divide these servings among the meals you are eating. This 100 pound person would have one serving of protein with every meal if he/she were eating five meals a day. Below, is a simple chart that will help you. You don't need to go crazy counting your protein intake. Just use this as a guide and do the best you can. Don't complicate things, just make this easy for yourself. Spend your valuable time focusing on the passions that God has put in your life, instead of weighing and measuring every food you eat.



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PROTEIN GUIDE BY BODY WEIGHT

Body Weight	Grams	Portions
100	100	5
110	110	6
120	120	6
130	130	7
140	140	7
150	150	8
160	160	8
170	170	9
180	180	9
190	190	10
200	200	10
210	210	11
220	220	11
230	230	12
240	240	12
250	250	13
260	260	13
270	270	14
280	280	14
290	290	15
300	300	15
310	310	16
320	320	16
330	330	17
340	340	17
350	350	18
360	360	18
370	370	19
380	380	19
390	390	20
400	400	20



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The Right Protein at the Right Time

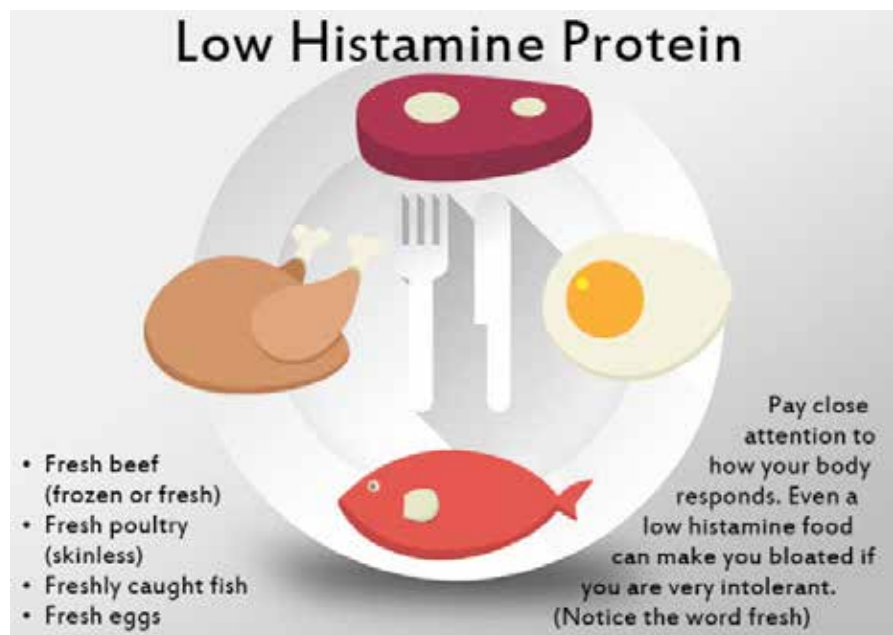
Like all foods, some proteins are higher in histamines than others. Most fresh meats are very low in histamine, with the exception of ground beef products. The longer ground beef products are stored in the refrigerator, the higher the histamine content. You can keep meat longer than this, but my recommendation is to eat ground beef on the day it is ground, and certainly eat it within 3 days, maximum.

You'll want to avoid any processed meats, however, as these will wreak havoc on your system. Processed meats like sausage and pepperoni are very high in histamines. So, we are back where we started, **eat fresh meats and foods.**

I am going to give you a list of low histamine proteins but ... and I can't stress this enough ... pay close attention to how your body responds. Even a low histamine food can make you bloated if you are very intolerant. (Notice the word **fresh**, in "fresh meats.")

Low Histamine Protein

Fresh beef (frozen or fresh)
Fresh poultry (skinless)
Freshly caught fish
Fresh eggs





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Fiber

We need to consume at least 25 to 30 grams of fiber a day. The average person is lucky if they get twelve grams of fiber per day. According to the American Heart Association (AHA), fiber is important for lowering cholesterol and body fat, as well as for the health of our digestive systems. Twenty-five to thirty grams is just the minimum. You would be better off with 50 grams of fiber a day. With today's eating habits, and lack of true fiber in our diets, this is very difficult ... but not impossible. I use [BioTrust Low Carb](#) protein shake which contains both soluble and insoluble fiber. I also supplement with psyllium husk powder to increase my fiber intake. Not only is psyllium husk low in histamines, I've read that historically, it's been used as an *anti-histamine*. Win-win on psyllium husk.



Carbohydrates

You'll find the good carbs in your vegetable and fruit sections of your grocery store. Raw or slightly cooked vegetables will leave you satisfied for hours, and it's almost impossible to overeat them. Be careful though, fresh fruit and starchy carbs will require some caution if your intent is to lose fat. In fact, I call them cautious carbs. But, like everything in this book, pay attention to how your body responds. Are you catching onto the mantra yet?



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Low Histamine Carbohydrates

Fresh fruit: mango, papaya, blueberries, melon, cherries, apples and pears.

Fresh vegetables: lettuce, onions, radishes, carrots, broccoli, cucumbers, leeks, zucchini, asparagus ... most vegetables will be low histamine *except spinach, avocado and eggplant.*

Enzymatic Foods

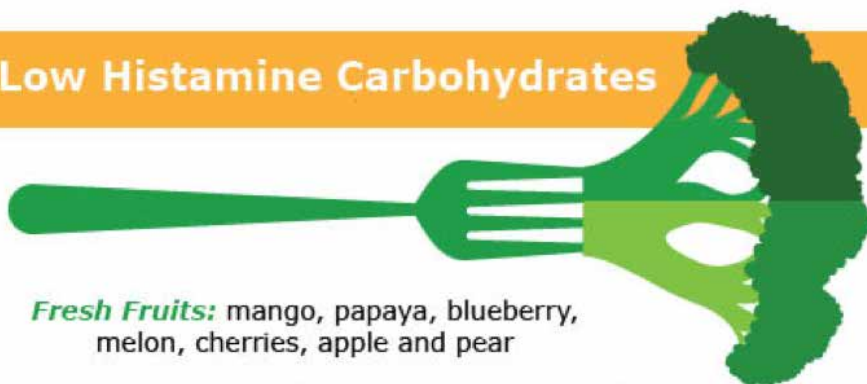
Enzymatic foods allow your body to digest what you are eating. Enzymatic foods include papayas, pineapple, raw almonds and raw seeds.

I have mentioned before, it's not really what you EAT that matters. It is what you DIGEST. With that in mind, let's take a look at some of the foods that aid in the digestion of others.

Papaya is a tropical fruit. It contains large amounts of the enzyme known as **papain**. This plant-based enzyme breaks the peptide bonds of proteins into amino acids. Eating raw papaya is a good source of this potent digestive enzyme.

Raw pineapples contain the enzyme **bromelain**. Like papain, bromelain also aids in the digestion of proteins. As an added benefit, bromelain is also a natural anti-inflammatory. A word of caution here ... pay attention to how you respond to pineapple. In some people, like my wife, it can release histamine. If you have

Low Histamine Carbohydrates



Fresh Fruits: mango, papaya, blueberry, melon, cherries, apple and pear

Fresh Vegetables: lettuce, onion, radishes, broccoli, cucumber, leek, zucchini, (courgettes), asparagus. (Most vegetables except spinach, avocado, and eggplant)





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a problem with pineapple, you may want to substitute with a good bromelain supplement instead.

Nature has really given us all we need if we just eat natural foods. Raw almonds and seeds contain **lipase**, the enzyme that breaks down lipids or fats. Most of your fat is digested in the small intestine after bile from the gall bladder breaks down large triglycerides into smaller units. The pancreas creates **lipase** but, when dietary sources are deficient, it puts a strain on your pancreas. You must eat seeds and almonds raw. Roasting nuts and seeds destroys the live enzymes.

You can also get these important digestive enzymes in [BioTrust's Low Carb Protien](#), in one easy, delicious and convenient protein shake. You can get more information about this super beverage at the link below:

[Get Your Free Bottle Of BioTrust Low Carb HERE](#)

I am also going to add blueberries to this list of amazing enzymatic foods. Blueberries do not contain enzymes, but they do activate key antioxidant enzymes including glutathione and super oxide dismutase. Activating these powerful enzymes has been shown to significantly reduce arterial plaque formation. Plaque build-up has long been known to be a significant cause of cardiovascular issues. Blueberries, independent of their own antioxidant ability, help turn on powerful antioxidant enzymes that the body uses to destroy free radicals.

Blueberries also activate an enzyme called endogenous nitric oxide synthase, which helps maintain a healthy heart because it causes blood vessels to relax. Plus, blueberries taste good and are high in fiber. In my opinion, they are well worth mixing in with your enzymatic foods.



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Healthy Fats

Healthy fat is an ***Energetic Food***. You see, when I was eating carbs in the morning, such as oatmeal, my body then craved sugar all day long for energy and I would eventually crash. I needed to exchange the oatmeal for a healthy fat. Healthy fats give you energy without the addictive pull or crash. In short, I had fallen prey to the low fat conspiracy! Don't worry, most of us have, but now you're getting the inside scoop about burning off maximum fat and staying energized throughout the day ... fat and protein for breakfast!

We need good fats in our diets for many reasons. Fat protects our organs. It protects and repairs the walls of our cells, regulates our body temperature, keeps skin and hair healthy. Healthy dietary fats leave us feeling more full after a meal. Vitamins like A, D, E and K cannot be absorbed by the body without the right kinds of fats in our diets. *The E-Factor Diet* is moderate in the amounts of fats it recommends and you will be getting your fats from good sources like fish, olive oil and coconut oil. Keep in mind that fat is also a good source of energy for your body.

The Skinny on Fats

There are several different kinds of fats, and knowing the good, the bad and the ugly will come in very handy when choosing which foods to eat and which ones to avoid.

Monounsaturated fats are the MVP (Most Valuable Player) in the fat world! Monounsaturated fats can lower harmful LDL cholesterol, as well as total cholesterol, leaving the beneficial HDL cholesterol unchanged. Olive oil, canola oil, avocados, and most nuts are high in monounsaturated fat. Did you know that the people in the Mediterranean regions have a very low occurrence of coronary artery disease despite the fact that





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they do not eat low fat diets? In fact, olive oil is a staple in their diets.

Polyunsaturated fats may also help lower blood cholesterol levels.

Polyunsaturated fats have omega-6, omega-3, EPA, DHA and CLA (conjugated linoleic acid). The heavy hitters as far as health goes are the omega-3 fats, EPA and DHA, which are found in cold-water fatty fish. They protect you against everything from heart disease to depression. They inhibit the storage of unwanted body fat and also have anti-inflammatory effects on the body as well. CLA, which is found in grass-fed red meat and dairy products, is also very beneficial. It can improve body composition by helping your body build muscle and burn fat, and it also fights cancer.

The omega-6 fats are the ones you have to watch out for. A higher intake of omega-6 can lead to inflammation and promote arthritis, cancer, heart disease and obesity. They are found in candy bars, chips, crackers and many other processed foods.

Saturated fats have the reputation of wreaking havoc on your blood cholesterol levels, which, in turn, increase your health risks. The American Heart Association gives it a huge thumbs down. Saturated fats, however, are critical for testosterone production. So, what to do? See the confusion? Further research shows that saturated fats may only be bad if you are also eating a high carbohydrate, high calorie diet. I would say as long as you are eating a low carbohydrate diet, you can get your saturated fat from beef and poultry, along with the monounsaturated and polyunsaturated fats listed earlier.

Trans fats raise the bad LDL cholesterol. They may also lower the good HDL cholesterol. Stay away from everything made with vegetable oils that have been hydrogenated or partially hydrogenated. Food manufactures love this cheap fat because it extends shelf life and adds to their bottom lines. But, these fats will shorten your shelf life! So, stay away from them. One important thing to remember



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is that even good fats have calories. Use your good fats in moderation, and always choose monounsaturated and polyunsaturated fats over saturated fat.

Low Histamine Fats

- Olive oil
- Coconut oil
- Raw almonds
- Raw seeds

Water

How important is water to our bodies? Your body can survive approximately 40 days without food but only seven days without water. Amazingly, the body can lose up to 50% of its protein, while a loss of even 10% of its water causes severe physical problems. A 20% loss of water may even cause death.

The body needs water to help rid itself of fat, remove toxins, aid in circulation and promote joint lubrication. Appropriate water intake will increase your energy. Lack of water will cause your energy levels to tank. Water helps regulate your body temperature. It is important for transporting oxygen throughout your body. It helps in the distribution of vitamins, minerals and other nutrients throughout your body. Water may be the only true “magic pill” for permanent weight loss, better health and vibrant energy.

Don't know how much water you should drink? You need to drink at least half your body weight in ounces each day. For example, if you weigh 100 pounds, you need to drink 50 ounces or 6.25 cups of water every day. It might sound like a lot, but considering that your brain tissue is made up of 85% water, with the rest of your body approximately 65% water, it's crucial that you're giving your body what



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it needs for a vibrant life.

So, there you have it ... the blueprint for all your meal planning for *The E-Factor Diet*. I've also included a list below of the approved healthy food choices you should be eating most of the time. Under that, you'll find some sample meals so you can set up your own meal planning and shopping lists.

Once you start enjoying the natural goodness of whole foods, and you feel lean, energized and youthful, you'll never want to go back to your old ways of eating. Welcome to the new you!

PROTEIN

- Chicken Breast
- Turkey Breast
- Seafood
- Eggs (Mostly Whites)
- Veal
- Lean Steak
- Buffalo/Bison
- Lamb
- Lean Game Meats Like Venison
- Lunch Meat (Fat Free Or Low Fat)
- Fat Free Cottage Cheese
- Greek Yogurt
- Cheese (Low Fat Or Fat Free)
- Turkey Bacon
- Protein Powder
- Lean Pork
- Lean Ground Beef
- Lean Ground Turkey





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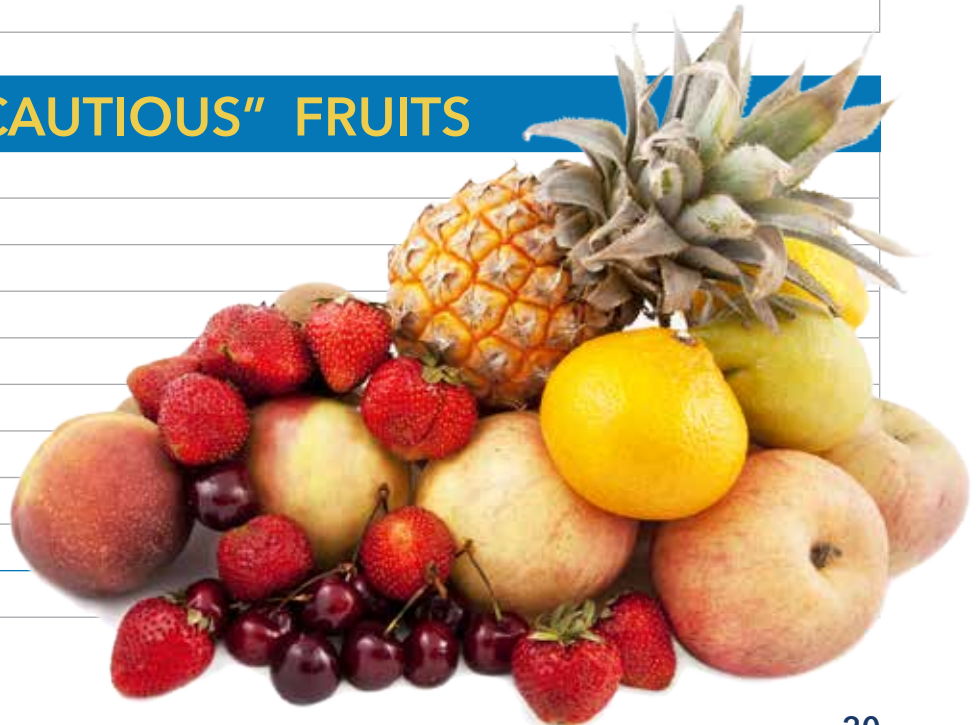
VEGETABLES

- Broccoli
- Lettuce
- Cabbage
- Cauliflower
- Green Beans
- Mushrooms
- Onions
- Asparagus
- Cucumber
- Spinach
- All Forms Of Peppers
- Zucchini
- Snow Peas
- Celery
- Pickles
- Collard Greens
- Radishes
- Sauerkraut
- Sprouts, Alfalfa



"CAUTIOUS" FRUITS

- Apples
- Apricots-Dried Fresh
- Blueberries
- Cantaloupe
- Cherries
- Grapefruit
- Grapes
- Kiwi
- Mangoes
- Oranges





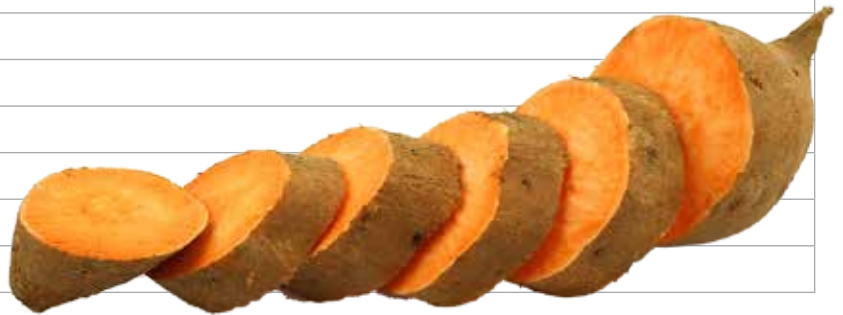
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"CAUTIOUS" FRUITS

- Peaches
- Pears
- Plums
- Strawberries
- Figs
- Dates
- Prunes
- Pineapple
- Grapes

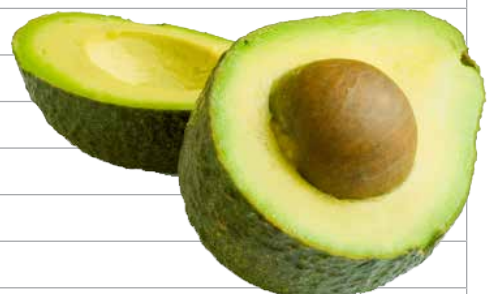
"CAUTIOUS" CARBOHYDRATES

- Steamed Brown Rice
- Sweet Potatoes
- Yams
- Steel Cut or Irish Oatmeal
- Fiber One Cereal
- Kellogg's Extra-Fiber All Bran
- Ezekiel Bread
- Whole Grain Pasta



FAT CHOICES

- Olive Oil
- Canola Oil
- Enova Oil
- Grape Seed Oil
- Safflower Oil
- Coconut Oil
- Avocado
- Guacamole
- Almonds
- Macadamia Nuts





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CONDIMENTS

Salad Dressing (<3 grams of sugar per serving)

Mayonnaise (Low Fat) Olive Oil, Safflower Oil, etc

Hot Sauce

Salsa

Soy Sauce

Steak Sauce

Worcestershire Sauce

All Spices that contain no added sugar

Broth

Extracts (Almond, Vanilla, or Others)

Horseradish Sauce

I Can't Believe It's Not Butter! Spray

Butter Buds

Lemon Juice

Lime Juice

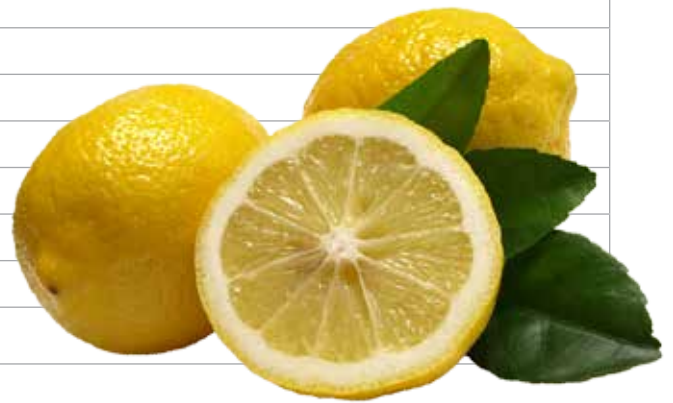
Fat Free Sugar Free Pudding

Mustard

Ginger

Garlic

Pepper





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SAMPLE MEALS FOR THE E-FACTOR DIET

MORNING MEAL

*Energetic Foods - eat these in the early part of the day. These should include **high protein, moderate fats and very low carbs** consisting of fibrous veggies plus an enzymatic supplement or food*

- 3-5 Eggs (mostly whites) with steamed veggies and organic cheese
- Grilled or broiled flank steak with steamed asparagus and grass fed butter
- Cottage cheese with papaya and raw slivered almonds
- Greek yogurt with pineapple, sprinkled with raw seeds
- Turkey bacon, 2 eggs and steamed mushrooms and onions

MORNING SNACK

- [BioTrust Low Carb](#)
- 2 tablespoons of almond butter and bowl of papaya chunks
- Handful of almonds and bowl of pineapple rings
- Greek yogurt with natural peanut butter and digestive enzyme
- String cheese and sliced mango

MIDDAY MEAL

*Endothermic Foods – these help you burn fat naturally. **High protein, low fat, add a small starchy carb** (add starchy carb after workout, if possible)*

- Grilled chicken with a small yam and steamed or raw broccoli
- Fresh ground sirloin burger and two slices Ezekiel bread
- Wild caught cold water fish and baked yam
- Shrimp and steamed brown rice
- Lean pork chop



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SAMPLE MEALS FOR *THE E-FACTOR DIET*

MIDDAY SNACK

- [BioTrust Low Carb](#)
- ** can add one of the following
 - 1/2 to 1 full cup of blueberries
 - 1/2 cup papaya
 - 1/2 cup pineapple
 - sliced pear
 - sliced apple
- Greek yogurt with blueberries
- Handful raw almonds and cottage cheese

EVENING MEAL

****CAN eat some foods that will release some histamines because your body will release the extra water during the night. *High fat, moderate protein, low carb, and free veggies***

- Grilled white fish, a large salad with olive oil, steamed broccoli
- Turkey breast and buttered asparagus
- Bison burger and green beans sautéed in coconut oil and tamari sauce
- Ground beef with steamed peppers, onions and mushrooms, side salad w/olive oil
- Seafood medley with buttered broccoli/cauliflower mix



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SAMPLE MEALS FOR *THE E-FACTOR DIET*

EVENING SNACK *(if you must have one)*

- [BioTrust Low Carb](#)
- ** can add one of the following
 - 1/2 to 1 full cup of blueberries
 - 1/2 cup papaya
 - 1/2 cup pineapple
 - sliced pear
 - sliced apple
- Greek yogurt with blueberries
- Handful raw almonds and cottage cheese

BEVERAGES

- Coffee
- Tea
- Sparkling water
- No calorie flavored water sweetened with Stevia