

HEALTHY MEALS MADE EASY

Being busy is no reason not to eat healthily. Three new health food delivery services ensure that you meet your daily nutritional requirements at your office or home. **By Melissa Lwee**



DELIVERED TO YOUR DOORSTEP

From left: APTIMA Foods prepares meals which are balanced with carbohydrates, proteins, vegetables and fruits. The Diet Butler's crab and tangerine. It uses only lean meats, extra virgin olive oil and the food has no preservatives and hardly anything is processed

APTIMA Foods
www.aptima-nsc.com

THINK of meals on wheels – but the healthy version. That is the idea behind APTIMA Foods, the catering arm of Aptima Nutrition and Sports Consultants that delivers healthy, nutritional meals to your office or home.

The brainchild of Jaclyn Reutens, a dietitian at Aptima, APTIMA Foods was launched last November because Ms Reutens felt that there weren't enough healthy food catering services in Singapore.

"It's an idea that I had been toying with for some time even before I launched the service," she reveals. "I realised that a lot of my patients lack certain key food groups in their diets and I wanted to provide a service that would allow them to embark on a healthier diet in a convenient way."

She adds that while there are some healthy food cafes in Singapore, healthy food delivery is still not common in Singapore. The service complements Aptima's current consultancy services but is not limited to their customers.

In fact, on top of Ms Reutens' current patients, the service has also been picked up by a wide range of clients over the past year including those with medical conditions or simply working professionals who want to eat healthily but have no time – or know how – to cook.

With a minimum order of five days' worth of meals, the meals cost \$40 (if you're ordering both lunch and dinner) or \$25 (if you only want either lunch or dinner) and are a mix of Asian and Western cuisine. For diabetic patients, customised meals are made. Indian and Chinese vegetarian meals are likewise available.

The meals are delivered twice daily – to ensure optimum freshness – and the menus are rotated in eight week cycles. By and large however, each meal is a balanced one with carbohydrates, proteins, vegetables and fruits and it is prepared in a healthy manner – no deep fried foods, with little oil and no MSG.

The meals are also individually weighed and portioned so "when the guidelines from Health Promotion Board state you must eat two 100gm servings

each of vegetables and fruit a day, you can be assured that Aptima Foods has taken care of that for you," she says.

According to Ms Reutens, she focuses on providing her customers with all the food groups that they need.

"I don't believe in fad diets and these are menus that you can have for the rest of your lives and many of my customers comment that given the portion size, they were surprised that they feel quite full after eating and that healthy food can taste good," she reveals.

"I also give all my customers a nutritional information card so that they know how many calories, grams of sodium and fat etc they are actually consuming for educational purposes."

Today, Ms Reutens caters to an average of 30 to 50 customers a day but declined to comment on its profitability.

"For the moment I'm quite happy to stick to the current business model and, through advertisements, word of mouth and doctors that I work with, I think there is a lot of room for my business to grow," she concludes. "Let's just say that I'm doing well enough to want to continue."



The Diet Butler
#02-07, 10 Winstedt Road

FED up with the lack of healthy food deliveries in Singapore, Owen Chong decided to start his own instead.

So three months ago, he and two other business partners started The Diet Butler – a business that includes a little cafe in Winstedt Road and a service where piping hot healthy food is delivered straight to your doorstep.

"The only delivery services I could find were those from fast food restaurants such as McDonald's, KFC and Pizza Hut but what I really wanted was to eat healthy food," reveals Mr Chong.

"The only kind of 'healthy food' delivery in the market that I could find were those that cater to people who go on fad diets and which is not something that I believe in. I also believe in serving food that is hot, fresh and tasty to you and that's why I decided to start The Diet Butler."

According to Mr Chong, the food that The Diet Butler serves isn't diet food in the sense that they are not calorie restricting dishes.

"Healthy to us refers to preparation methods – no deep-frying, we oven grill, pan fry and poach – we use only lean meats, extra virgin olive oil, our food has no preservatives and hardly anything is processed," he explains.

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