

ATHLeatCOACH

Nutrition Coaching for Athletes

YOUR SUCCESS

Your Goals & Needs

Your lifestyle, goals, preferences, and training demands form the foundation of your personalised nutrition strategy.

Based on Scientific Evidence

Every recommendation is built on the latest scientific research and tailored to what works best for you.

10 Years Coaching Experience

Combining years of coaching experience with proven nutrition strategies, we create realistic and effective solutions you can apply in everyday life

Communication & Feedback

Clear communication, regular feedback, and an honest exchange are essential to building a coaching process that supports your long-term success.

OUR PHILOSOPHY

We place great importance on a detailed analysis of your current situation, understanding your personal goals, and creating evidence-based recommendations. Using our professional experience, we tailor every approach to your individual needs and circumstances.

To maintain our high standards throughout the coaching process, we generally focus on long-term support — from several weeks to several months — depending on your goals and starting point.

Our aim is to give every client the knowledge and tools they need to take control of their nutrition long term. That’s why we don’t just tell you what to do — we explain the reasoning behind each recommendation, so you understand how to make better decisions for yourself.



WHAT MAKES OUR COACHING DIFFERENT?

While we value the latest scientific evidence, our coaching is ultimately about **you as an individual.**

Everyone has different goals, circumstances, and challenges — and our approach is designed to meet you where you are and help you move forward.

Through years of coaching experience and continued education, we combine evidence-based strategies with a personalised approach that fits your lifestyle.

Most importantly, we focus on building a strong and trusting relationship with every client — because long-term results come from working together.

Over 95% of our client feedback is positive.

WE LISTEN

WE CARE

WE ARE HIGHLY QUALIFIED

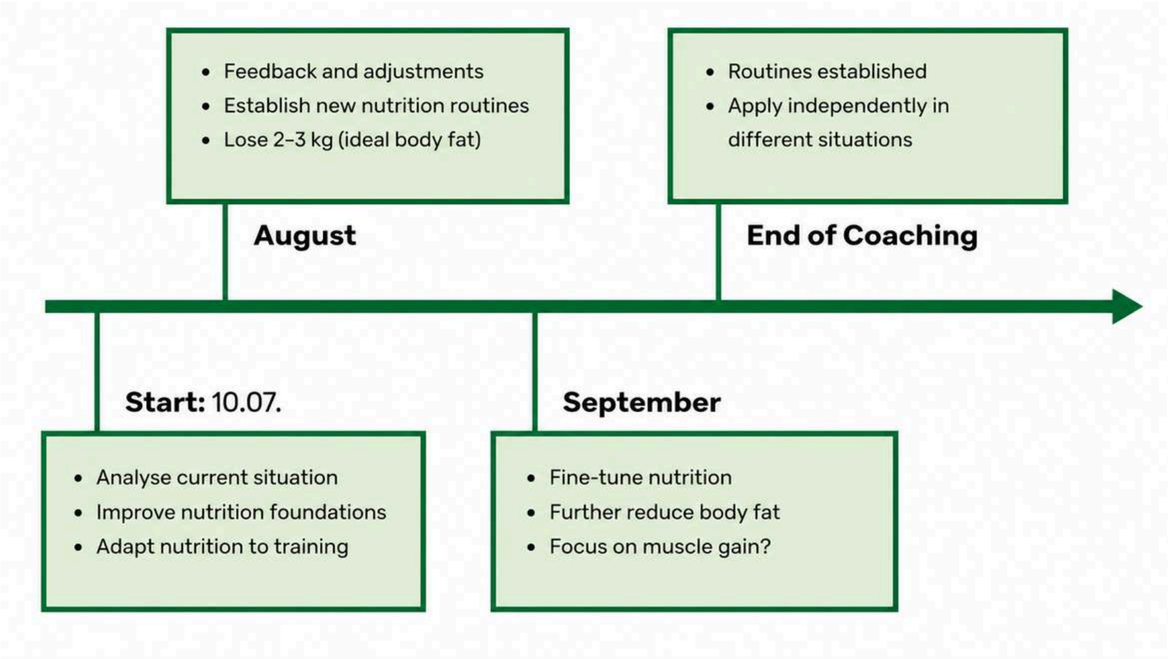
WE GO THE EXTRA MILE

COACHING PROCESS



YOUR PATH TO SUCCESS

For every client, we create a personalised roadmap outlining their strategy and timeline. Your goals and milestones are discussed together, refined throughout the process and adjusted regularly based on your progress.





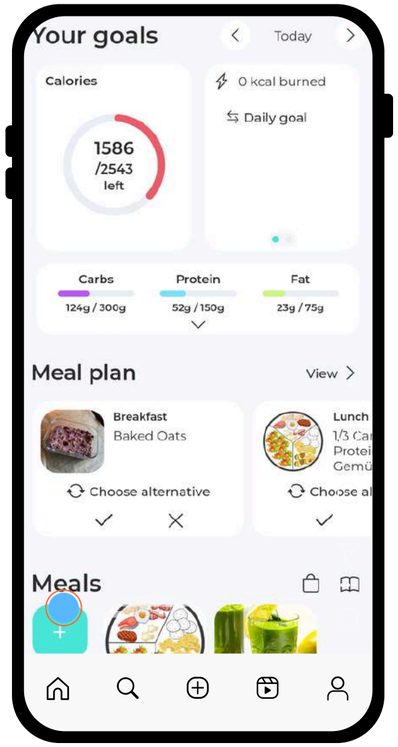
DO WE USE AN APP OR SOFTWARE WITH OUR CLIENTS?

Yes, we do. To make communication and implementation of your nutrition recommendations as simple and effective as possible, we use the Nutrilize app.

It’s extremely intuitive to use and comes with a wide range of features, including: personalised macro targets for different days or scenarios, meal plans, recipes, habit tracking, questionnaires, weight and measurement tracking, and direct communication with your coach.

You’ll also receive a video tutorial explaining how to use the app, and you can contact us directly anytime if you have any questions.





WHAT DO I GET AS PART OF THE COACHING PROGRAM?

All of our clients receive personalised recommendations, which are discussed together during coaching calls and then provided as a PDF for easy reference.

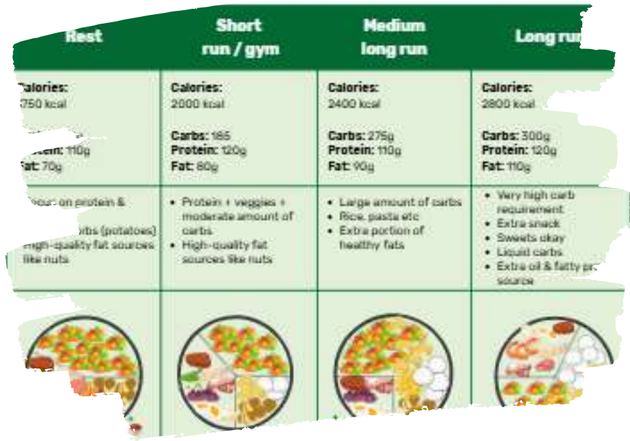
All nutrition plans are created within the app and can also be exported as a PDF file. In many cases, we also create visual meal plans — usually including at least two options per meal.

Through the app, all clients have access to over 500 recipes, which we can adapt individually to your preferences and needs.

You'll also receive a personalised supplement guide as well as tailored guides for different scenarios, such as nutrition around training, travelling, or eating out.







IS COMPETITION NUTRITION INCLUDED IN THE COACHING PROGRAM?

Yes, it is!

As part of our long-term coaching packages, we create personalised strategies for each of your competitions. Every strategy is adapted to your schedule, the number of events, and the type of matches or workouts involved.

Ideally, we test these strategies during training beforehand — so we can fine-tune everything and leave nothing to chance.

For competition day(s), we support you with anything from individual recommendations and practical tips to a complete nutrition plan, depending on your needs and preferences.

With our PREMIUM coaching packages, we can also research the availability of food and refreshments on-site if required and take your travel arrangements into account.







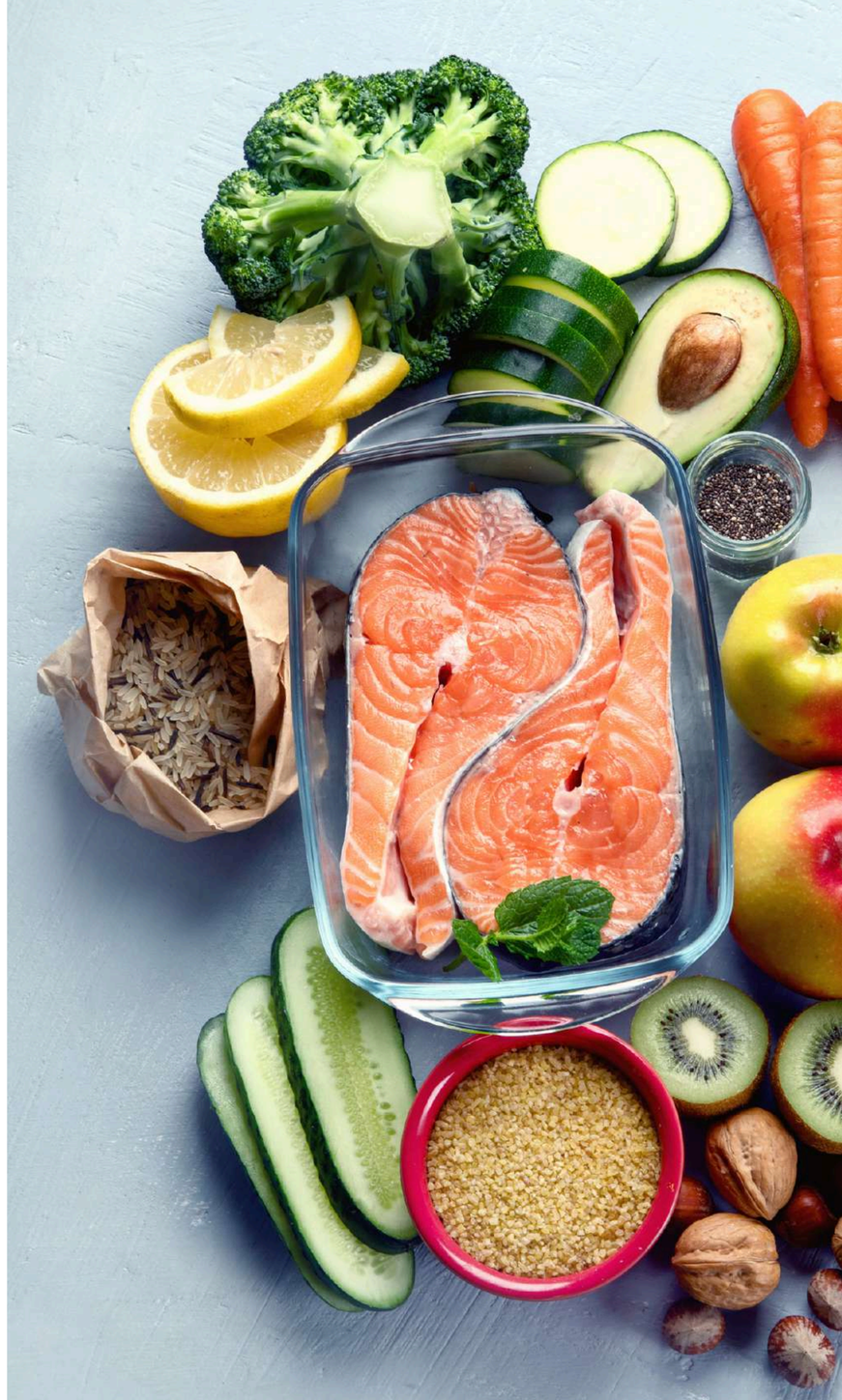
DOES YOUR CURRENT DIET MATTER?

No, not at all. **We meet every client where they currently are** — regardless of what your current nutrition looks like.

We respect all individual food preferences and dietary choices, including those based on ethical, cultural, or religious beliefs.

No matter what type of diet you follow, our goal is always to improve your nutrition in a way that supports your health and athletic performance.

Our recommendations are always adapted to your personal preferences, goals, and lifestyle — creating an approach that is realistic, sustainable, and tailored specifically to you.



WHAT TYPES OF ATHLETES DO WE WORK WITH?

We work with both ambitious competitive athletes and recreational athletes. The most important thing for us is that our athletes are:

1) Motivated to improve their nutrition and optimise their performance.

2) Respectful and open in their communication with our coaches.



WHAT OUR CLIENTS SAY



"Top knowledge and even better communication. The coaching exceeded my expectations and helped me get back to feeling fit and healthy after experiencing overtraining syndrome."

"My nutrition was perfectly adapted to my changing training demands, which allowed me to significantly improve my performance and recovery. I also appreciated that the reasoning behind every recommendation was explained clearly."



With athl*EAT*coach, I had my easiest and most effective weight cut so far as a professional boxer and became WIBA world champion. I'm also grateful to have the team by my side — my coach is always available whenever I have questions."

Our English Speaking Coaches

JÖRN UTERMANN



- Founder of athl***EAT***coach
- MSc Sport Nutrition | IOC Diploma in Sports Nutrition | BSc Nutritional Sciences
- Several years of experience working with recreational and professional athletes across Football, Handball, American Football, CrossFit, Weight-Category Sports and Athletics
- Workshops & seminars for athletes and coaches
- Former handball player and CrossFit athlete

KELLY HENDRIKS



- IOC PGDip Sports Nutrition | BSc Nutrition & Dietetics | MSc Sports Nutrition (ongoing)
- Sports nutritionist since 2014, working mainly with CrossFit and endurance athletes
- Experienced in vegetarian & vegan athlete nutrition with a practical, sustainable approach
- Delivers in-person workshops and e-learning for athletes and coaches
- Passionate CrossFit athlete, combining professional expertise with personal experience

OUR COACHING-PACKAGES

BASIC

- One-time 1:1 online consultation
- Detailed lifestyle & nutrition analysis
- Feedback on your current nutrition habits
- Personalised supplement plan
- Expert answers to all your questions

175€

ADVANCED

- Detailed analysis of your current nutrition (including micronutrients)
- Personalised nutrition plan & recommendations
- Personalised supplement plan
- Access to nutrition app
- Regular new recipes
- Building sustainable habits
- Weekly check-ins via app
- 1–2 coaching calls per month (60 min total)

from **250€** per month

*

with Socia-Media-Discount (275€ regular price)

PREMIUM

- Personalised recommendations / meal plans up to 7 days per week
- 2–4 personal coaching sessions per month (120 min total)
- Priority feedback
- Monitoring of relevant blood markers & supplement adjustments
- Regular coordination with your coach / medical team
- New recipes weekly via app
- Stool or gut microbiome analysis

from **400€**

BASIC 175€

This package is designed for those who already have a certain level of structure in their nutrition and want to optimise the final details with our expert guidance.

We review your nutrient intake, meal timing, and meal structure, then provide targeted recommendations for specific training or everyday situations. For this package to work effectively, it is essential that you stay regularly in contact with us (via the app) and are able to consistently implement the recommendations.

This package is not suitable for weight cuts, competition nutrition planning, or challenges such as emotional eating, as these areas involve multiple influencing factors and require more detailed, individual support through coaching calls.

WHAT'S INCLUDED

+ **One-time 1:1 online consultation**
+ **Detailed lifestyle & nutrition analysis**
+ **Feedback on your current nutrition habits**
+ **Personalised supplement plan**
+ **Expert answers to all your questions**

ADVANCED from 250€ * per month

The **ADVANCED package** is ideal for athletes who want to create sustainable improvements in their nutrition, build muscle, or reduce body fat.

Through regular adjustments to your nutrition strategy, we help you overcome plateaus and develop personalised approaches for different everyday situations and training demands.

For athletes, the ADVANCED package **provides enough time to create an individualised and periodised nutrition plan**, supporting you optimally towards your performance goals — both in sport and everyday life.

* *with Social-Media-Discount*

WHAT'S INCLUDED

+ **Detailed analysis of your current nutrition (including micronutrients)**
+ **Personalised nutrition plan & recommendations**
+ **1–2 coaching calls per month (60 min total)**
+ **Review and adjustment of recommendations every 2 weeks**
+ **Building sustainable habits**
+ **Personalised guides for different scenarios**
+ **Access to 500+ recipes (individually adapted)**
+ **Personalised supplement plan**

PREMIUM

from **400€**
per month

If you want to leave no stone unturned and get the absolute maximum out of your nutrition, the PREMIUM coaching package is the right choice for you.

For our premium clients, no level of support is too much. We are available whenever you need us and do everything we can to help you achieve your goals. We go the extra mile.

We are also happy to communicate with your coach, doctor, or other members of your support team and adjust our recommendations based on their input where appropriate.

We can also organise additional testing, such as sweat analysis or gut microbiome testing, and involve additional experts if required.

WHAT'S INCLUDED

- **Personalised recommendations / meal plans up to 7 days per week**
- **2–4 personal coaching sessions per month (120 min total)**
- **Priority responses and fast feedback**
- **Monitoring of relevant blood markers and supplement adjustments**
- **Regular coordination with your coach**
- **Weekly personalised recipes via the app**
- **Sweat analysis**
- **gut microbiome testing**

Price Overview 2026

BASIC

Standard Price
175 Euro
Does not include meal-plan

Meal-Plan*
250 Euro
2-day visual meal-plan with Canva

*
We only offer this Meal-Plan to customers we've already worked with – without background knowledge of your daily routine, training, and goals, a nutrition plan stays too generic to actually work

ADVANCED
First 3 months

Standard Price
275 Euro

With Social-Media Discount
250 Euro

With Referral Discount
250 Euro

With Partnership Discount
250 Euro

ADVANCED
≥ 4th month

Standard Price
200 Euro

Social-Media Discount
175 Euro

Testimonial Discount
175 Euro

Nutrilize App Licence without Coaching*
40 Euro

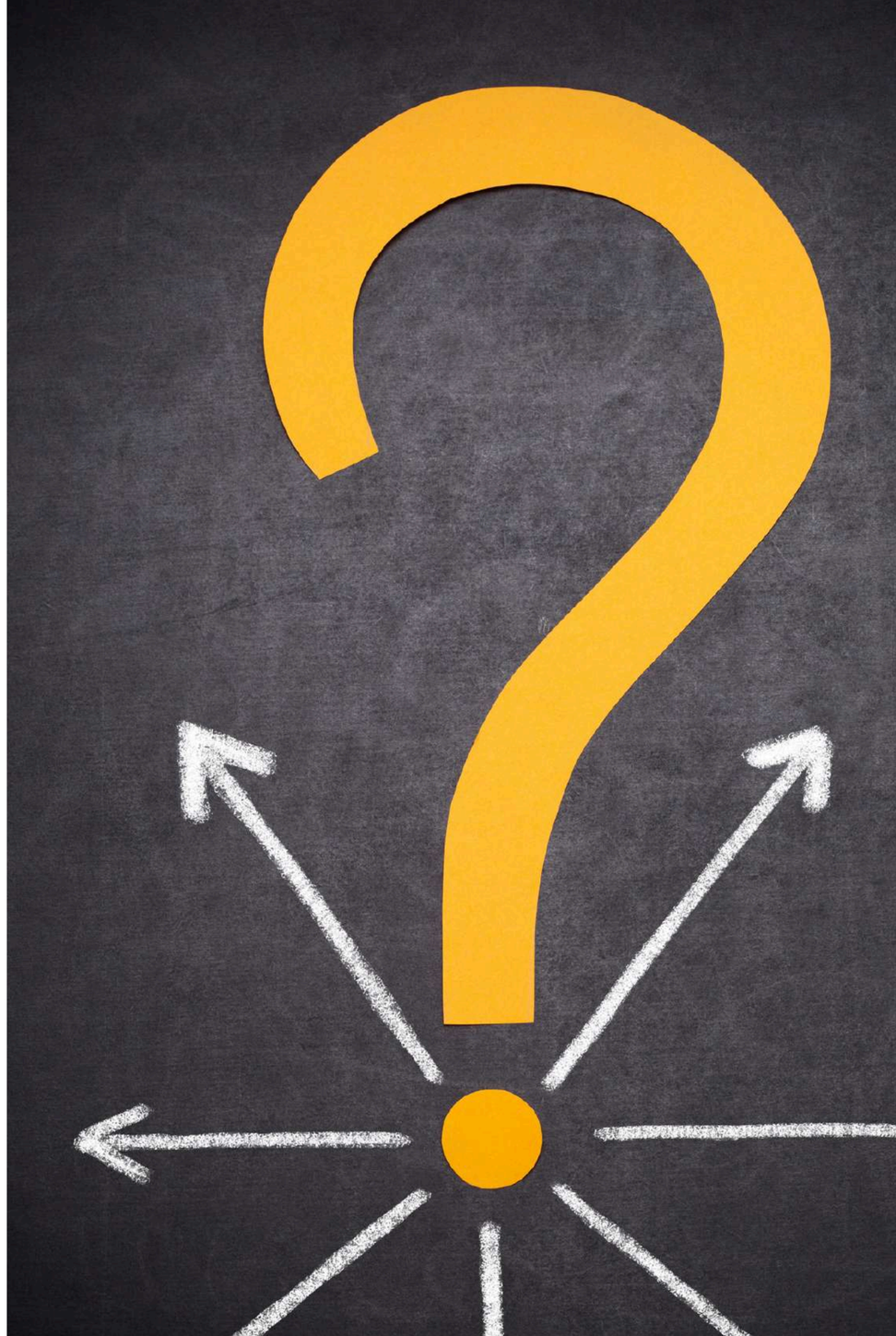
*
Continued access to your macros, meal plan, and recipe database"

WHICH COACHING PACKAGE IS RIGHT FOR ME?

In general, meaningful changes take time, which is why we recommend a minimum coaching period of 3 months. Most of our clients choose the ADVANCED package for this reason.

For professional athletes and more complex challenges, we recommend the PREMIUM package.

All potential clients have the opportunity to book a free, no-obligation consultation, where we get to know you, your goals, and your individual situation. Based on this conversation, we can recommend the coaching package that best suits your needs.



CAN I CUSTOMISE MY COACHING PACKAGE?

Yes, this is possible. However, in most cases, it is not necessary, as our existing coaching packages already cover the needs of the vast majority of our clients.

That said, we are very flexible and are happy to create a personalised offer based on your individual requirements.



ARE THERE ANY DISCOUNT OPTIONS AVAILABLE?

Tag us regularly in your Instagram posts and stories and receive a €25 discount per month on your coaching.

After 3 months of coaching with us, you can receive a €25 discount on all future months by sharing an honest testimonial along with an athlete photo of yourself. This discount has no expiry date.

Partnership Deals
We also partner with clubs, gyms and coaches who regularly recommend our services. Depending on the collaboration, these partnerships come with a 10–20% discount for the clients or commission.

If you're interested in any of these offers, just send us a short email (mail@athleatcoach.com) and we'll happily explain all the details to you.



COMMUNICATION WITH YOUR COACH

Regular communication and honest feedback are very important to us. This is why we always recommend our coaching packages that include a personal coaching call.

You can message your coach at any time through the coaching app, meaning you always have a direct way to ask questions and stay in touch. After discussing it with your coach, communication via WhatsApp or another messaging service can also be arranged.

We aim to answer all questions within one working day. With the PREMIUM coaching package, spontaneous phone calls are also available.



OUR APPROACH TO SUPPLEMENTS

We want to provide our clients with the best possible and completely independent advice. For this reason, we consciously choose not to partner with supplement companies, as this could limit our recommendations.

This allows us to independently select the products that best suit your individual needs and situation. For example, we may recommend a different brand for vegan protein powder than we would for omega-3. It is also important to know that not all supplements are tested for prohibited substances – something that is especially relevant for professional athletes. In fact, up to 15% of supplements may potentially lead to a positive doping test.

Already working with a supplement brand and want to use their products for financial or partnership reasons?

No problem – we take these factors into account as well.



ANY QUESTIONS?

Do you have any questions, concerns, or requests that we haven't answered in our brochure?
Simply send us an email and book your free, no-obligation consultation: **mail@athleatcoach.com**

We look forward to hearing from you.

Your **athl*EAT*coach** team

Jörn (Jay) & Kelly

