



## Bio: Kate Percy, founder of Kate Percy's

**It all started with a passion for food.** When mum of three, food for fitness writer and business entrepreneur Kate Percy experienced how making better food choices completely revolutionised how she and her family felt, she embarked on a mission to help others discover that magic link between what you eat, good energy, vitality and happiness.



It's what Kate calls #Enerjoy!

Three best-selling cookbooks, many marathons, and an award-winning range of food products later, Kate has inspired thousands to find their #Enerjoy!

Kate wrote her first book, **Go Faster Food (Penguin 2009)**, after changing the family's diet to help her husband train for the New York marathon. Now a Sunday Times Maserati game-changing entrepreneur, in-house chef for health & wellbeing magazines like 220 Triathlon and Women's Running, Kate's recipes and advice have been used by Olympians such as Jo Pavey and long jumper Jazmin Sawyers as well as the rock group, Kasabian!

Kate's developed healthy eating programmes for the BBC, Virgin Sport and United Learning Academy Group. Her latest initiative, #Cook5WithKate, aims to inspire and enable young people to cook 5 recipes from scratch before they leave home as well as understand the link between what they eat and their mental and physical wellbeing.

Kate's multi award-winning Go Bites are delicious bite-sized energy balls in 5 tempting flavours. Under 100 calories per pack and containing no added sugar, they're plant-based, free from gluten, high in fibre, and a source of protein (Informed Sport approved).

A simple combo of dried fruit, nuts and oats, hand rolled in zingy freeze-dried fruit, nuts or coconut, they're great for on-the-run, on-the-bike, before and after exercise or as a mid-morning pick me up with a cup of tea or coffee.

Kate has also just launched a range of savoury baking kits – pizza base, savoury pancakes and dough balls – all enriched with Kate's unique combo of flaxseed, oat and buckwheat flour; plant-based and gluten free. And very tasty!

*"My secret weapon is to keep it real and achievable. And fun! It's about evidence-based nutrition but always with a practical, pragmatic approach to eating", says Kate. "Food is so much more than 'healthy' or 'nutrition'. It's the stuff of life, it's about enjoyment, it unites. Cooking together, sitting down 'breaking bread', discussing the day, your feelings, arguing your point...there's nothing better!"*

*I'm delighted to be supporting The Bluelight Cycling Club and can't wait to join you on a ride soon!"*

Do join me on social media @katepercys, or sign up at [www.katepercys.com](http://www.katepercys.com) for regular recipes and discounts!