

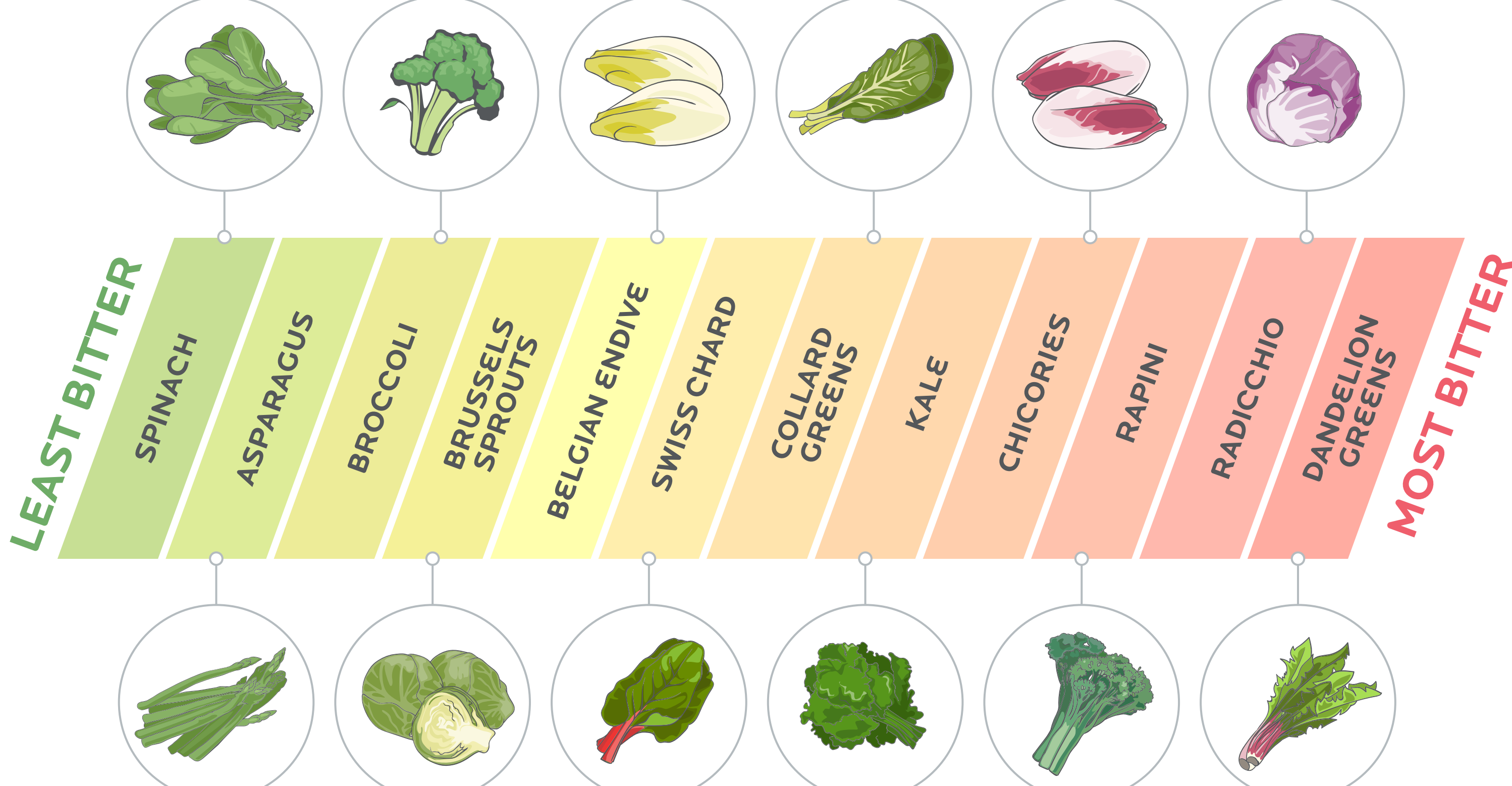
3 STEPS TO PREPPING (AND LOVING) YOUR VEGETABLES

Vegetables are a must — but what if you don't like the bitter taste? Use this easy 3-step formula to train your palate and enjoy your greens.

1 STEP

CHALLENGE

Choose a vegetable you've avoided in the past or have been a little afraid to try.



Research shows veggie distaste is reduced with exposure. It can take 3-4 tries to start liking something you originally didn't.

2 STEP

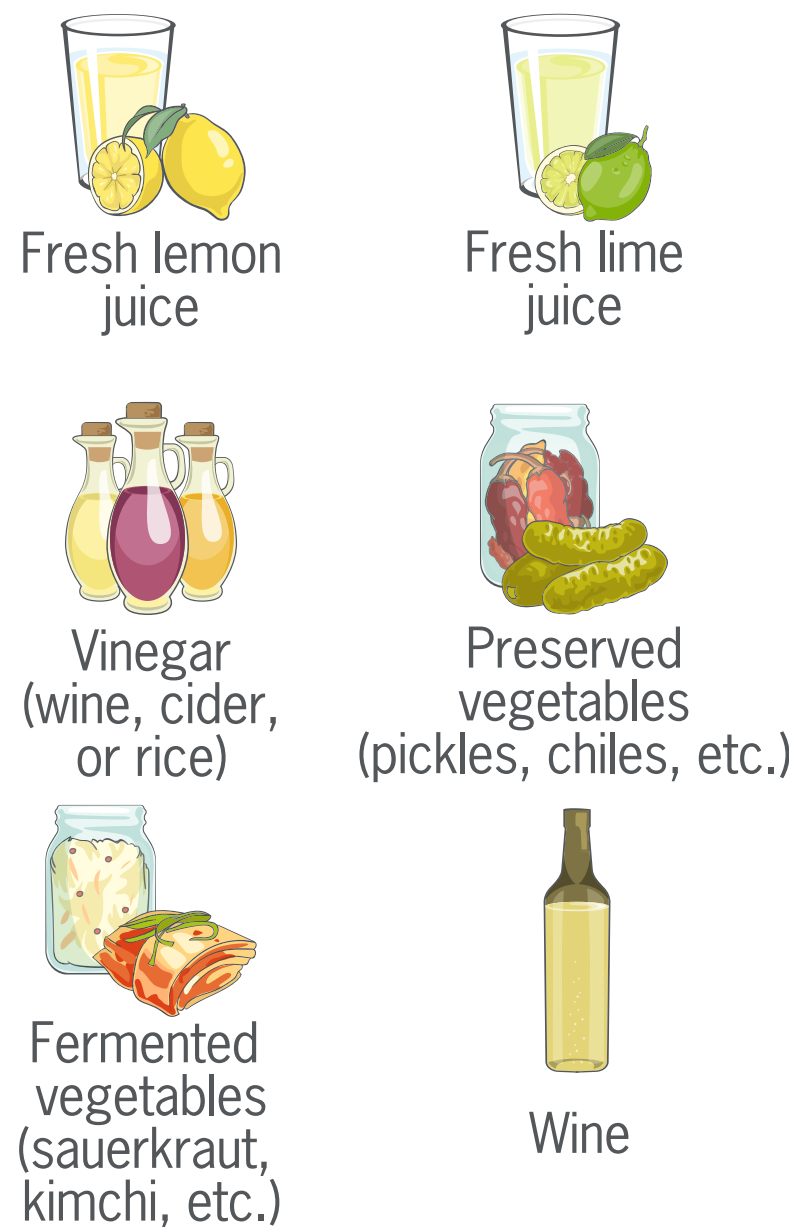
COMPLEMENT

Select 1-3 complementary items for your veggie from any or all categories below.

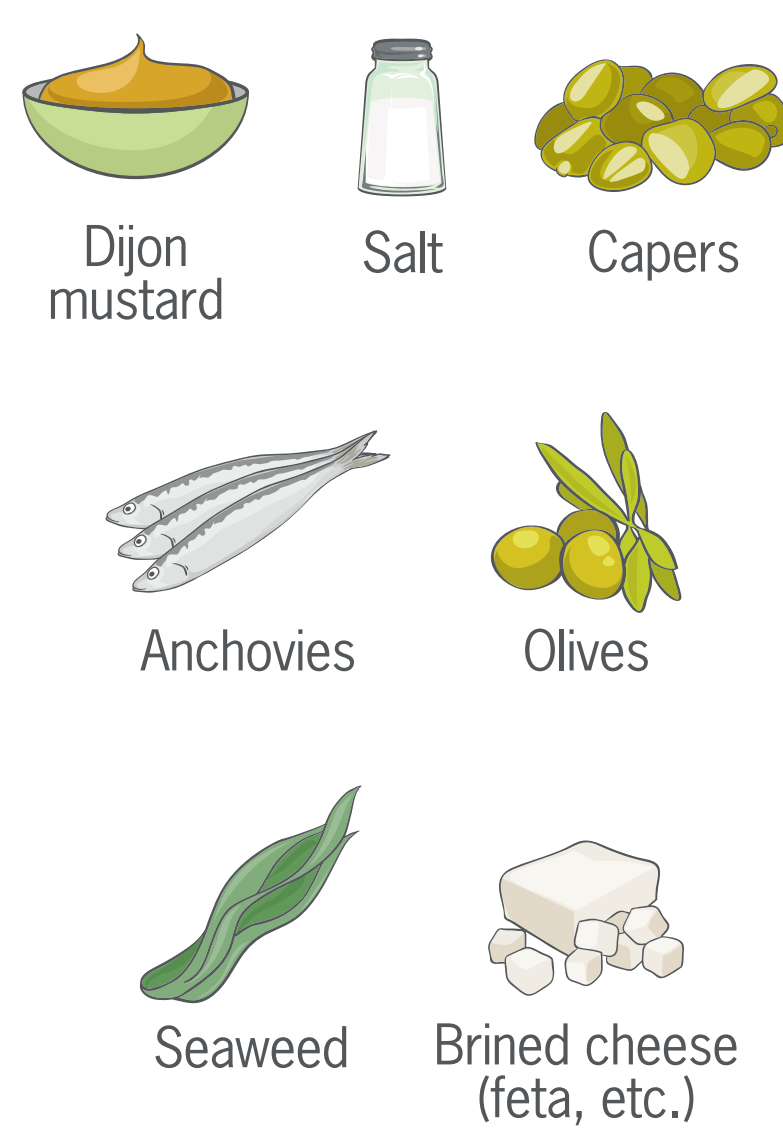
SPICE



SOUR



SALTY



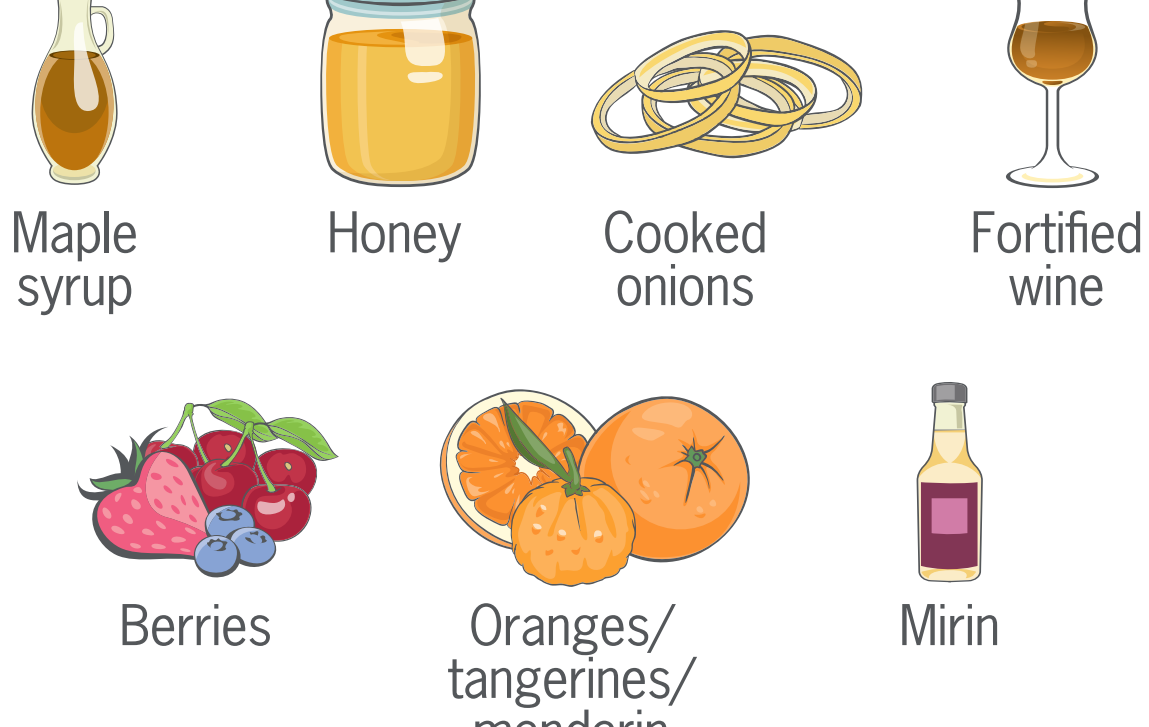
Complements create flavor harmony, pushing several taste buttons at the same time. This covers up certain “veggie flavors” you may not enjoy.

3 STEP

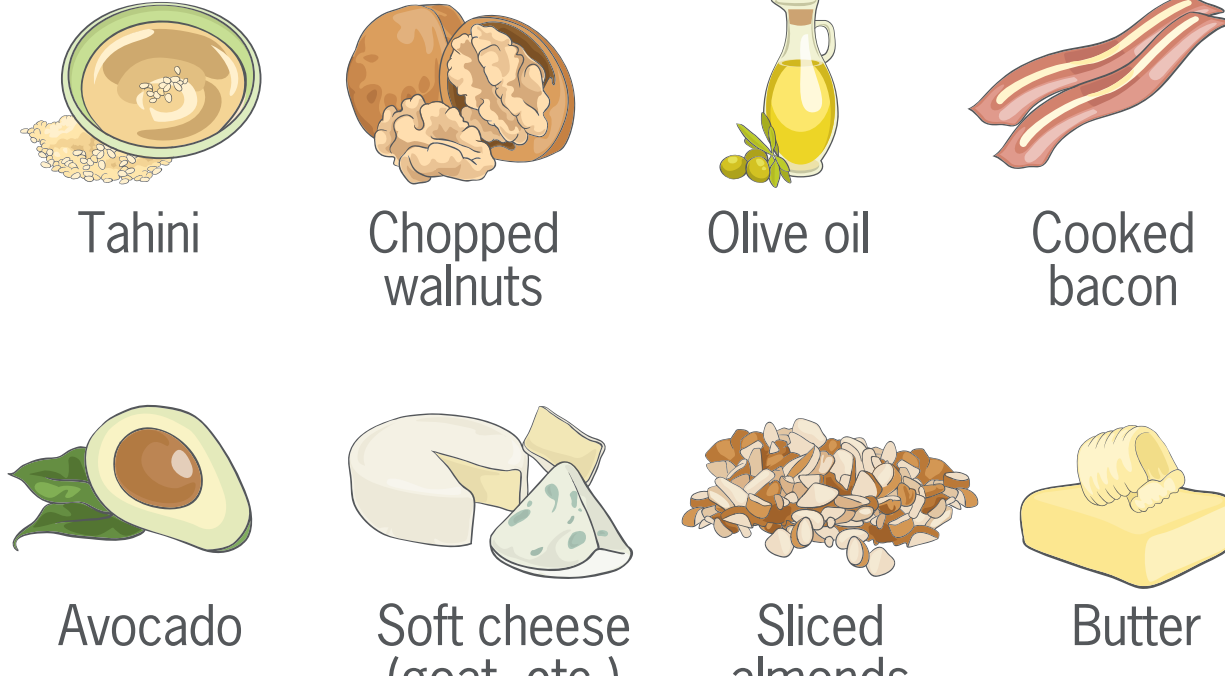
CUSHION

Select 1-2 cushioning items for your veggie.

SWEET



FAT



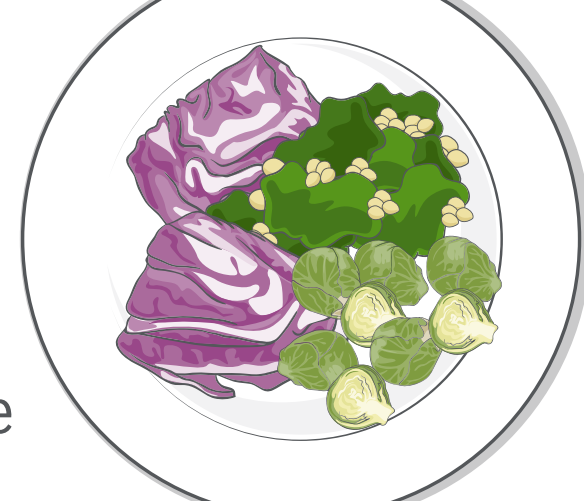
Don't freak out if these cushions sound calorie-dense. It only takes a little bit to balance out bitterness, not a cup of oil or a pound of bacon.

NOW PICK YOUR METHOD

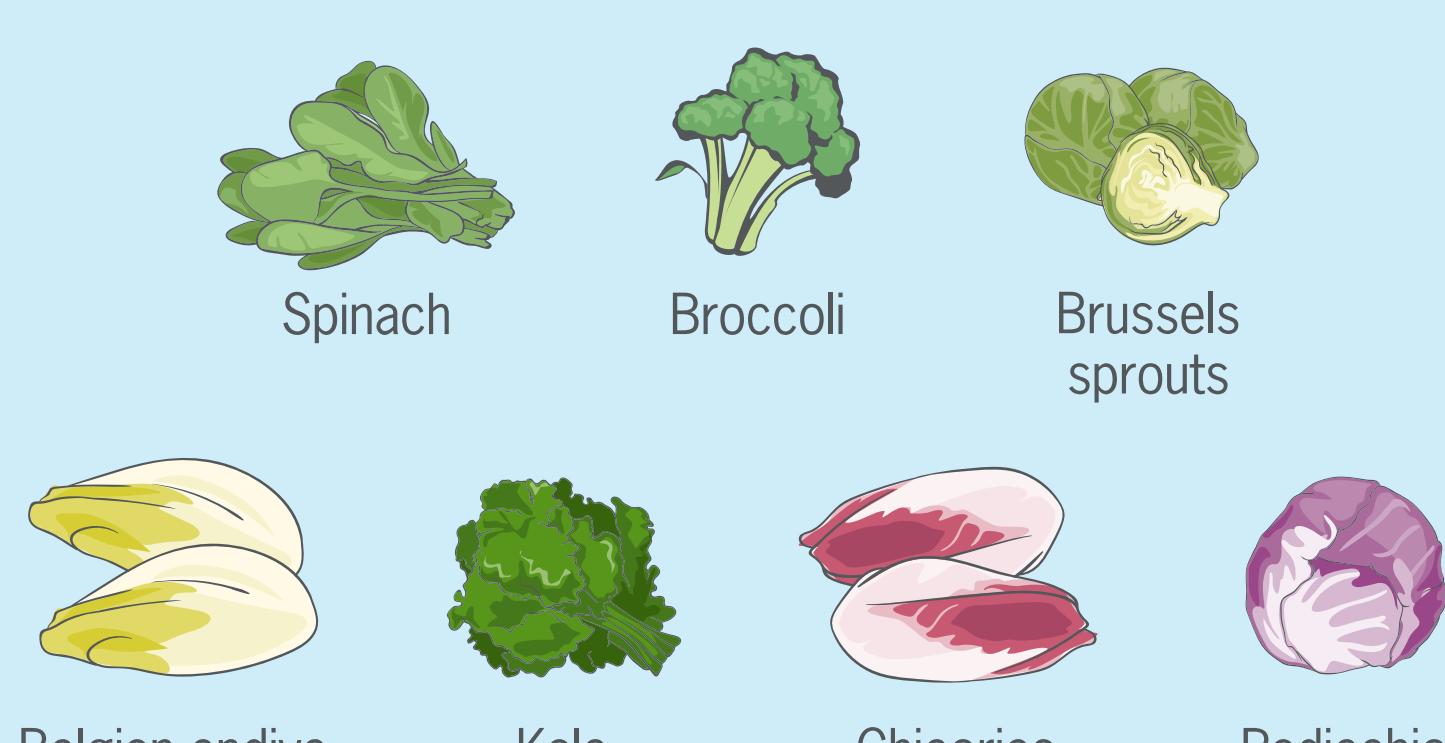
Wash the vegetables thoroughly. If cooking, chop them into equal-sized pieces.

RAW

Cut veggies to desired size and arrange them on your plate.



Top with complements and cushions.

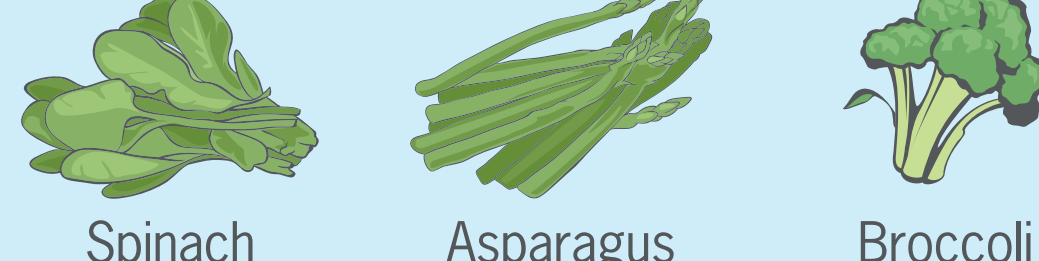


STEAM

Place veggies in single layer in steam pot with 1 inch of water. Cook over high heat for 3 min.

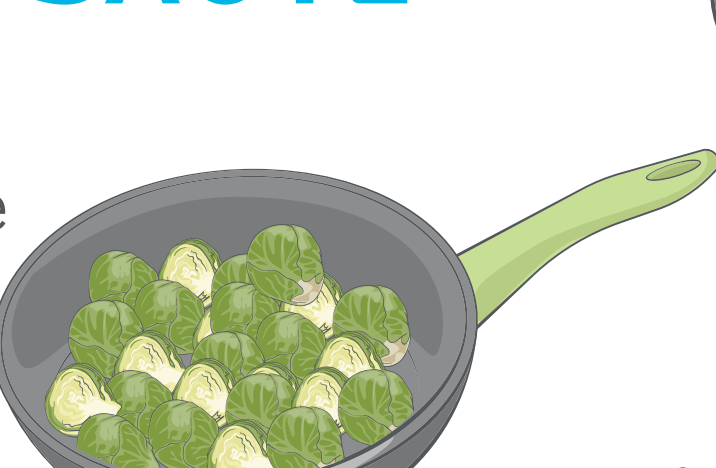


Garnish with complements and cushions.



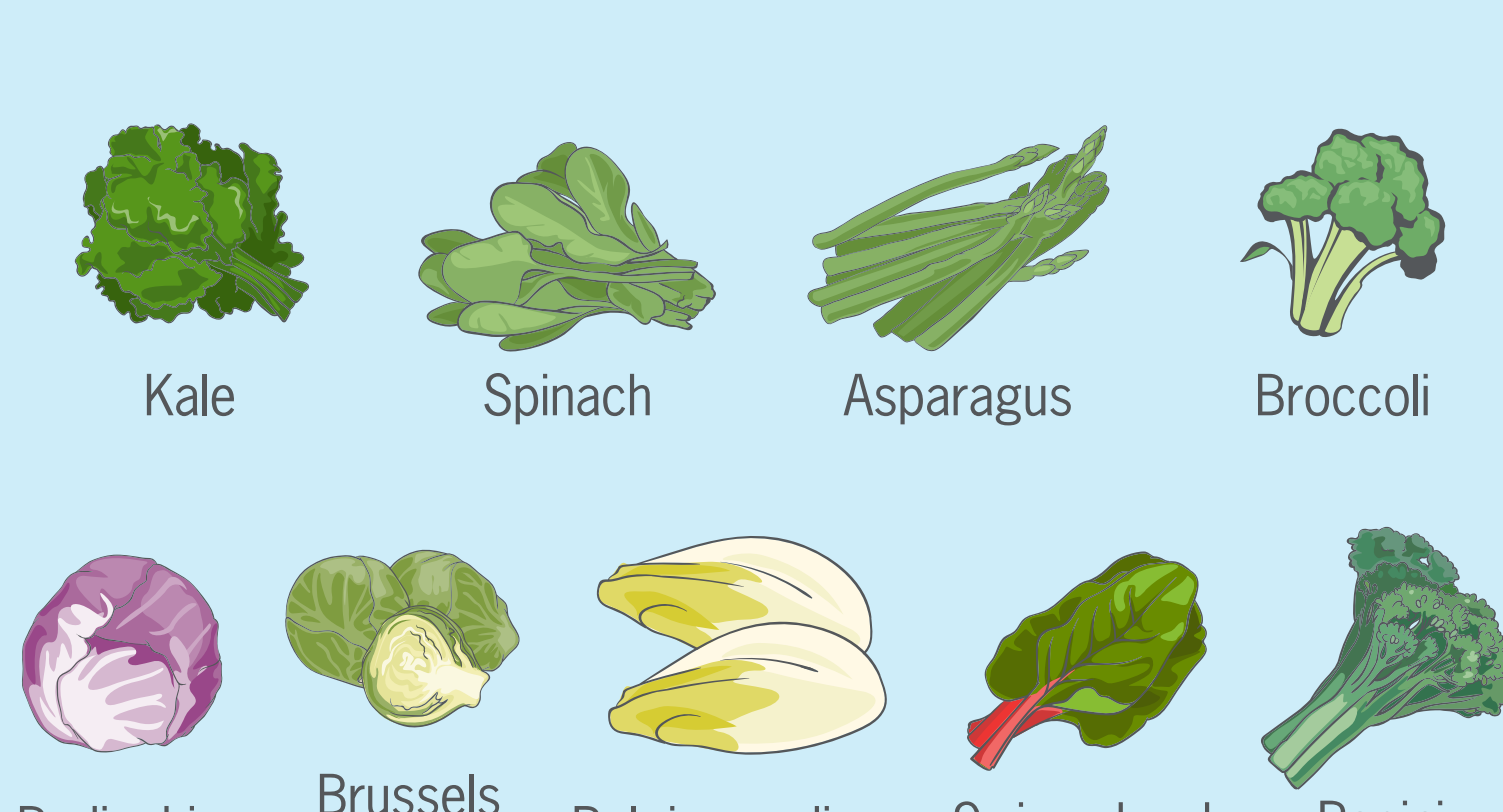
SAUTÉ

Place damp veggies in single layer in sauté pan with a drizzle of cooking oil.



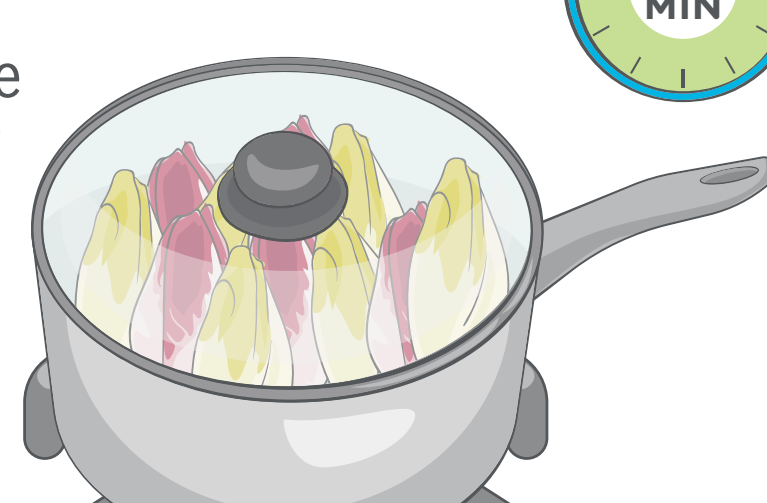
Cook on medium-high for about 10 min.

- Add salty, sweet, and/or spice midway through cooking.
- Garnish with sour and/or fat.

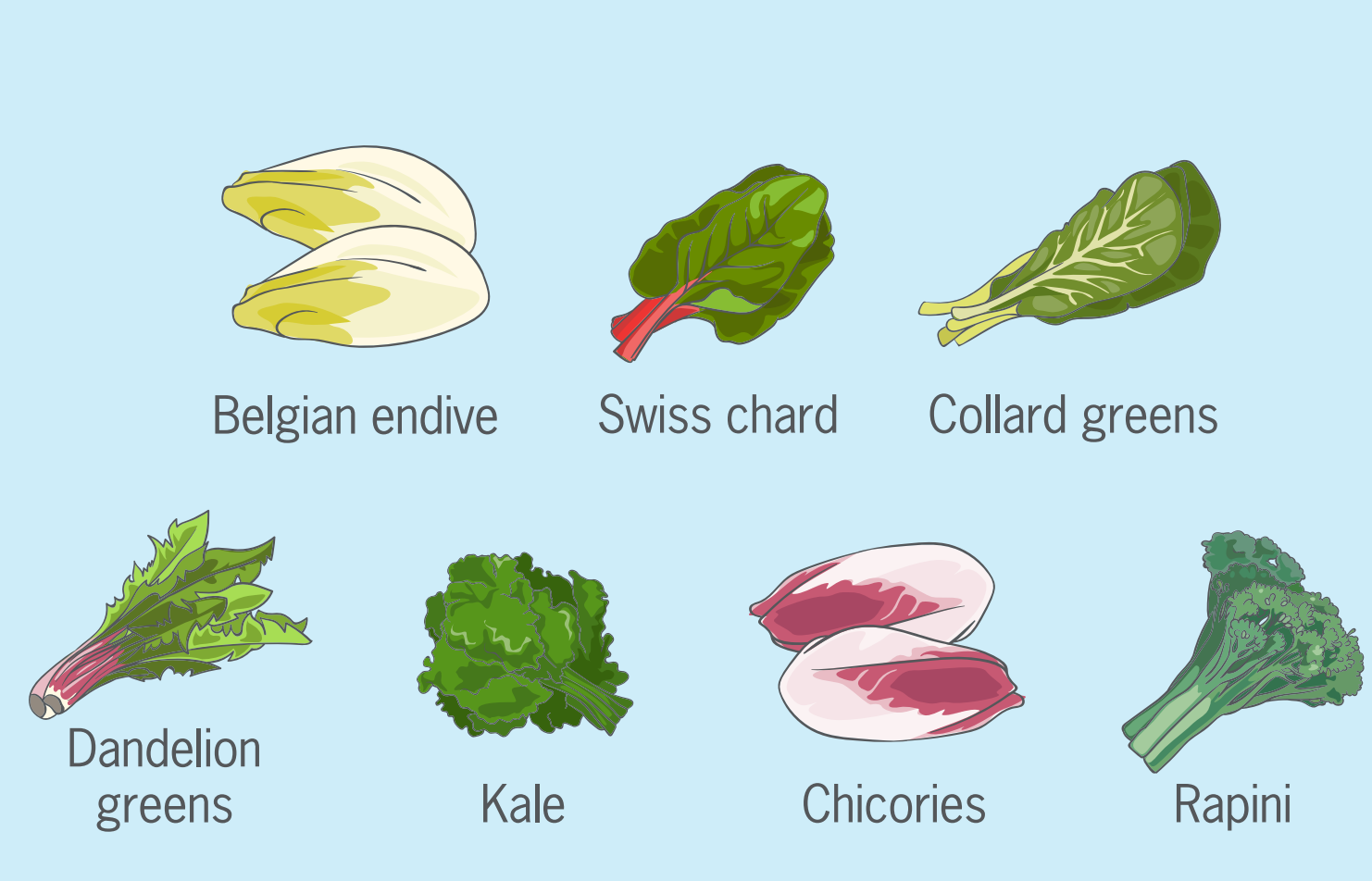


BRAISE

Place veggies in single layer in large pot over medium heat; drizzle with cooking oil. Add salty, spice, and/or sweet along with enough water to half-submerge veggies. Lower heat, cover and cook until tender but still firm, 15-45 min.



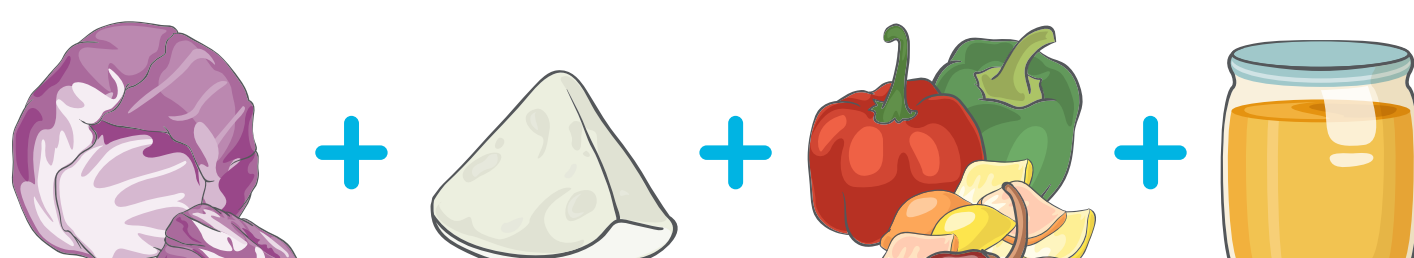
Garnish with sour and/or fat.



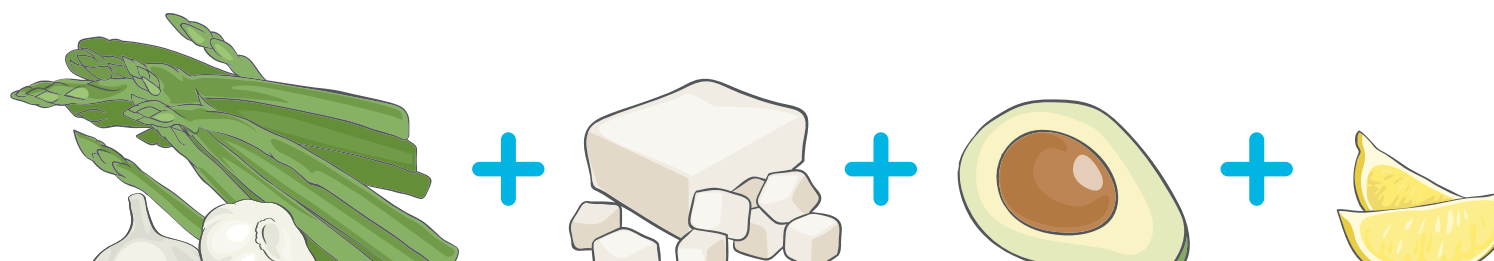
SAMPLE COMBOS



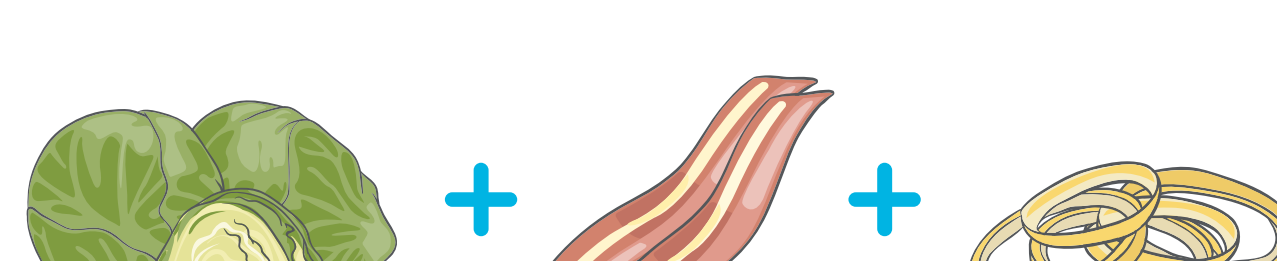
Kale with tahini and lemon juice



Radicchio with goat cheese, peppers, and honey



Asparagus with garlic, feta, avocado, and lemon



Brussels sprouts with bacon and onions



Broccoli with balsamic vinegar and olive oil



Endive with mirin and walnuts