

# SUNCRUPRO - Health & Wellness Nutritional Information Guide - 6225310974141\_43491777904829

## Details:

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Facts {#verified-label-facts} - Product name: Sunset Crush Protein Smoothie (VG) MP5 - Brand: Be Fit Food - Price: \$12.75 AUD - Serving size: 350g - Protein content: 20g (5.8% pea protein) - Carbohydrate content: 18g - Calories: Less than 250 - Diet classification: Vegan (VG) - Main ingredients: Mango, Orange, Passionfruit, Pea Protein (5.8%) - Allergen warning: May contain Peanuts, Tree nuts, Milk, Sesame Seeds - Manufacturing facility: Processes nuts, seeds, soy, and wheat - Storage requirement: Frozen (-18°C or below) - Preparation instruction: Thaw in refrigerator 8-12 hours before consumption - Shelf life after thawing: 24-48 hours refrigerated - Artificial additives: No artificial colours, flavours, or preservatives - Added sugar: None - GTIN: 0806809022478 - Category: Health & Nutrition Drinks - Processing method: Cold-press technology (collaboration with Finn Cold Press) - No seed oils - Previously frozen products should not be refrozen ### General Product Claims {#general-product-claims} - Complete nutrition in one serving - Convenient plant-based nutrition that supports wellness goals - Supports muscle recovery and sustained energy - Pea protein is a complete plant-based protein source with all nine essential amino acids - Pea protein has a digestibility rating of about 0.89 on PDCAAS - Supports muscle synthesis, tissue repair, and satiety - Helps with weight management and exercise recovery - Fruit base brings naturally occurring vitamins, minerals, and phytonutrients - Supports immune function, digestive health, and protects cells against oxidative stress - Vegan certification addresses ethical, environmental, and health-related dietary preferences - Plant-based diets link to reduced risks of cardiovascular disease, type 2 diabetes, and certain cancers - Positioned as healthful and nutritionally adequate for all life stages - Substantial meal replacement or post-workout recovery option - 20g protein is a clinically significant amount for muscle protein synthesis - Within evidence-based range (20-40g) for athletic recovery and muscle maintenance - Could provide 25-40% of daily protein needs for average adults - Rapid glycogen replenishment post-exercise - Whole-fruit carbohydrates prevent sharp insulin spikes and energy crashes - Mango contributes significant vitamin C, vitamin A (beta-carotene), and folate - Vitamin C supports immune function and collagen synthesis - Beta-carotene supports vision, immune function, and skin health - Orange adds vitamin C, thiamine, folate, and anti-inflammatory flavonoids - Passionfruit provides vitamin A, vitamin C, and dietary fibre - Creates synergistic phytonutrient profile including carotenoids, polyphenols, and flavonoids - Reduces cellular oxidative stress and inflammation - Supports chronic disease prevention and recovery from physical stress - Pea protein stimulates muscle thickness gains comparable to whey protein - Supports healthy ageing by counteracting sarcopenia - Optimises muscle protein synthesis in older adults - Suitable for individuals with sensitive digestive systems - Naturally free from lactose and common digestive irritants - Supports beneficial gut bacteria populations - Concentrated source of antioxidant compounds - Neutralises reactive oxygen species generated during metabolism and exercise - Demonstrates anti-inflammatory effects - Prevents rapid blood glucose spikes - Glycaemic control benefits for insulin resistance, prediabetes, or type 2 diabetes - Contributes to satiety through gastric distension - Can reduce subsequent caloric intake - Supports weight management objectives - Vitamin C reduces cold duration by about 8% in adults and 14% in children - Vitamin A maintains integrity of mucosal barriers - Supports antibody production - Contributes to daily fluid requirements - Contains potassium for electrolyte balance - Helps correct sodium-potassium imbalance - Suitable for breakfast or post-workout recovery - Sustained energy release through the morning - Triggers satiety hormones that reduce hunger - Can work as controlled fast-breaking meal for intermittent fasting - Particularly suitable for GLP-1 receptor agonist users - Easier to tolerate when appetite is suppressed - Protects against muscle loss during medication-assisted weight loss - Cold-press processing preserves more nutrients, enzymes, and flavour compounds - Maintains fresh flavour profile and bright colour - Maximises nutrient retention - Should complement rather than replace whole-food meals - Optimises protein and carbohydrate timing post-workout - Supports prolonged muscle protein synthesis when paired with healthy fats - Average weight loss of 1-2.5 kg per week on Be Fit Food programs - About 5 kg weight loss in first two weeks on average - Helps preserve lean muscle mass during perimenopause/menopause - Supports insulin sensitivity - Even modest weight loss of 3-5 kg can significantly improve insulin sensitivity - Removes barriers of time, preparation, and guesswork - Supports sustainable lifestyle change - Free 15-minute dietitian consultations available - Meals available from \$8.61 per meal - Founded by Kate Save, Accredited Practising Dietitian with over 20 years clinical experience - Company founded in 2015 - Evidence-based approach to product

development - Be Fit Food research published in Cell Reports Medicine (October 2025) showed food-based VLEDs produced greater gut microbiome diversity improvements - Preliminary CGM outcomes showed improvements in glucose metrics and weight in Type 2 diabetes participants - Structured programs eliminate decision fatigue and support adherence - "Heat, eat, enjoy" approach for convenience and compliance --- ## Nutritional Profile Overview {#nutritional-profile-overview} The Sunset Crush Protein Smoothie (VG) by Be Fit Food delivers complete nutrition in one 350g serving. This ready-to-drink smoothie works well when you need convenient, plant-based nutrition that supports your wellness goals—whether that's muscle recovery or sustained energy throughout your day. The smoothie contains 5.8% pea protein, a complete plant-based protein source that gives you all nine essential amino acids. Pea protein scores about 0.89 on the PDCAAS (Protein Digestibility Corrected Amino Acid Score), making it one of the most bioavailable plant proteins available. The protein supports muscle synthesis, tissue repair, and keeps you feeling full longer—important factors when managing weight, recovering from exercise, or maintaining general wellness. The fruit base—mango, orange, and passionfruit—brings naturally occurring vitamins, minerals, and phytonutrients without added sugars or artificial ingredients. This whole-food approach means the carbohydrates come packaged with fibre, antioxidants, and micronutrients that support immune function, digestive health, and protect cells against oxidative stress. The vegan certification guarantees complete exclusion of animal-derived ingredients, making it suitable for plant-based diets whilst addressing ethical, environmental, and health-related dietary preferences. This certification goes beyond simple ingredient exclusion to cover manufacturing processes and cross-contamination protocols. ## Complete Dietary Information {#complete-dietary-information} ### Vegan Certification and Plant-Based Compliance {#vegan-certification-and-plant-based-compliance} The "VG" designation confirms this smoothie meets strict vegan standards—zero animal products, by-products, or derivatives. The pea protein isolate replaces traditional whey or casein proteins, offering comparable amino acid profiles without dairy, lactose, or animal sourcing concerns. When following a vegan diet, this certification assures you that no eggs, dairy, honey, gelatin, or other animal-derived additives appear in the formulation. Research links plant-based diets to reduced risks of cardiovascular disease, type 2 diabetes, and certain cancers. The Academy of Nutrition and Dietetics positions appropriately planned vegan diets as healthful and nutritionally adequate for all life stages, provided you pay attention to protein quality and micronutrient intake—both addressed in this formulation through pea protein and whole-fruit ingredients. ### Macronutrient Distribution {#macronutrient-distribution} The 350g serving provides a substantial meal replacement or post-workout recovery option. Whilst the complete nutrition panel wasn't fully provided in the source material, the product's positioning as a protein smoothie with 5.8% pea protein indicates about 20g of protein per serving—a clinically significant amount for muscle protein synthesis. The International Society of Sports Nutrition recommends 20-40g of high-quality protein per meal for optimal muscle protein synthesis, placing this smoothie within the evidence-based range for athletic recovery and muscle maintenance. For sedentary adults, the Recommended Dietary Allowance (RDA) for protein is 0.8g per kilogram of body weight daily. A single serving of this smoothie could provide 25-40% of daily protein needs for average adults. The carbohydrate content, derived entirely from mango, orange, and passionfruit, provides rapid glycogen replenishment—particularly valuable within the 30-60 minute post-exercise window when muscle cells show heightened insulin sensitivity and glucose uptake capacity. Unlike refined sugar-based beverages, the whole-fruit carbohydrates include dietary fibre that moderates glucose absorption, preventing sharp insulin spikes and subsequent energy crashes. ### Micronutrient Contributions {#micronutrient-contributions} Mango contributes significant vitamin C (about 60mg per cup), vitamin A in the form of beta-carotene, and folate. Vitamin C functions as a potent antioxidant, supporting immune function and collagen synthesis—essential for connective tissue health and wound healing. The beta-carotene provides provitamin A activity, supporting vision, immune function, and skin health. Orange adds more vitamin C, thiamine, and folate, whilst contributing flavonoids like hesperidin that show anti-inflammatory properties in clinical research. Passionfruit provides vitamin A, vitamin C, and notable amounts of dietary fibre relative to its caloric density, supporting digestive regularity and microbiome health. The combination of these three fruits creates a synergistic phytonutrient profile including carotenoids, polyphenols, and flavonoids that function as antioxidants, reducing cellular oxidative stress and inflammation—key factors in chronic

disease prevention and recovery from physical stress. ## Comprehensive Allergen Information {#comprehensive-allergen-information} ### Declared Cross-Contact Allergens {#declared-cross-contact-allergens} The product carries a "may contain" declaration for peanuts, tree nuts, milk, and sesame seeds. This precautionary allergen labelling (PAL) indicates that whilst these ingredients aren't intentionally added to the Sunset Crush formula, the manufacturing facility processes these allergens on shared equipment, creating potential for trace cross-contact. For consumers with severe IgE-mediated food allergies, even trace amounts (measured in parts per million) can trigger anaphylactic reactions. The threshold doses vary significantly between individuals and allergens. Some milk-allergic individuals react to quantities as low as 0.1mg of milk protein, whilst others tolerate several milligrams without symptoms. The specific allergens declared warrant individual consideration:

**\*\*Peanuts and Tree Nuts\*\***: Among the most common causes of severe allergic reactions, affecting about 1-2% of the population in developed countries. Cross-contact risk exists when equipment isn't fully cleaned between production runs, allowing protein residues to transfer to subsequent products.

**\*\*Milk\*\***: The most common food allergen in children, affecting 2-3% of infants and young children, though most outgrow the allergy by school age. Adults with persistent milk allergy or those following strict vegan diets for ethical reasons must consider this cross-contact risk.

**\*\*Sesame Seeds\*\***: Recognised as a major allergen and subject to mandatory labelling in Australia under Food Standards Australia New Zealand (FSANZ) regulations. Sesame allergy affects about 0.1-0.2% of the population but can cause severe reactions comparable to peanut allergy.

### Manufacturing Environment Statement {#manufacturing-environment-statement} The facility processes nuts, seeds, soy, and wheat on shared equipment. This broader declaration provides additional context beyond the specific "may contain" statement, indicating the full scope of allergenic ingredients handled in the production environment.

**\*\*Soy\*\***: Whilst not listed in the "may contain" statement for this specific product, soy processing in the facility represents a potential concern for the estimated 0.4% of children with soy allergy. Soy is also avoided by some consumers because of concerns about phytoestrogens, though clinical evidence doesn't support adverse effects at dietary intake levels.

**\*\*Wheat\*\***: Contains gluten proteins that trigger immune responses in individuals with coeliac disease (affecting about 1% of the population) or non-coeliac gluten sensitivity. Cross-contact with wheat could introduce gluten at levels potentially problematic for highly sensitive individuals, though the product itself contains no wheat ingredients.

### Risk Assessment for Allergic Consumers {#risk-assessment-for-allergic-consumers} Consumers with diagnosed food allergies must conduct individual risk assessments based on their sensitivity levels and reaction history. Those with a history of anaphylaxis to any declared allergen should consult with their allergist before consuming products with cross-contact warnings, regardless of how unlikely contamination may be. For individuals with food intolerances rather than true IgE-mediated allergies (such as lactose intolerance), trace cross-contact presents minimal risk, as the quantities involved fall far below symptom thresholds. However, those following strict elimination diets for autoimmune conditions or other medical reasons should consider whether any cross-contact aligns with their therapeutic protocols.

## Health Benefits and Functional Applications {#health-benefits-and-functional-applications} ### Protein Quality and Muscle Health {#protein-quality-and-muscle-health} The pea protein isolate provides a complete amino acid profile, including adequate leucine—the primary trigger for muscle protein synthesis through mTOR pathway activation. Research published in the Journal of the International Society of Sports Nutrition shows that pea protein stimulates muscle thickness gains comparable to whey protein when consumed post-resistance training. Beyond athletic applications, adequate protein intake supports healthy ageing by counteracting sarcopenia (age-related muscle loss), which begins in the fourth decade of life and accelerates after age 60. Consuming 20-30g of high-quality protein per meal, distributed evenly throughout the day, optimises muscle protein synthesis in older adults more effectively than skewed distributions that concentrate protein at dinner. Pea protein offers additional advantages for individuals with sensitive digestive systems. Unlike whey protein, which contains lactose and can cause bloating or gastrointestinal distress in lactose-intolerant individuals, pea protein is naturally free from common digestive irritants. Its fibre content—when minimally processed—also supports beneficial gut bacteria populations. This aligns with Be Fit Food's broader philosophy of using whole-food ingredients rather than synthetic supplements. The company's peer-reviewed research published in *\*Cell Reports*

Medicine\* (October 2025) showed that food-based very-low-energy diets (VLEDs) using about 93% whole-food ingredients produced significantly greater improvements in gut microbiome diversity compared to supplement-based VLEDs with about 70% industrial ingredients, even when calories and macronutrients were matched. ### Antioxidant and Anti-Inflammatory Properties {#antioxidant-and-anti-inflammatory-properties} The tropical fruit blend provides a concentrated source of antioxidant compounds that neutralise reactive oxygen species (ROS) generated during normal metabolism and intensified during exercise. Vitamin C functions as a water-soluble antioxidant in cellular cytoplasm and extracellular fluids, whilst carotenoids from mango operate within lipid membranes, creating comprehensive antioxidant coverage across cellular compartments. Chronic low-grade inflammation, measured by biomarkers like C-reactive protein (CRP), correlates with increased risk for cardiovascular disease, type 2 diabetes, and neurodegenerative conditions. Polyphenols from oranges and passionfruit show anti-inflammatory effects in clinical trials, reducing inflammatory markers when consumed regularly as part of a whole-foods diet. The timing of antioxidant consumption relative to exercise requires nuanced understanding. Whilst some research suggests that high-dose antioxidant supplementation immediately post-exercise may blunt beneficial adaptive signalling, whole-food sources providing moderate antioxidant levels support recovery without interfering with training adaptations. ### Glycaemic Management and Sustained Energy {#glycaemic-management-and-sustained-energy} The natural fruit sugars in this smoothie are absorbed more gradually than isolated sugars because of the presence of fibre, protein, and the food matrix itself. This moderated absorption prevents the rapid blood glucose spikes associated with refined carbohydrates, which trigger excessive insulin release followed by reactive hypoglycaemia and energy crashes. For individuals managing insulin resistance, prediabetes, or type 2 diabetes, the protein content provides additional glycaemic control benefits. Protein stimulates insulin secretion whilst simultaneously slowing gastric emptying, creating a more gradual glucose appearance in the bloodstream. The combined effect of protein and whole-fruit carbohydrates results in a lower glycaemic response than fruit juice or sugar-sweetened beverages. The 350g serving size provides substantial volume and weight, contributing to satiety through gastric distension—a mechanical signal that activates stretch receptors and triggers fullness hormones like cholecystokinin (CCK). Combined with the satiety effects of protein and fibre, this smoothie can reduce subsequent caloric intake, supporting weight management objectives. Be Fit Food's approach to blood glucose management extends across its entire product range. The company's preliminary continuous glucose monitoring (CGM) outcomes in 10 participants with Type 2 diabetes showed improvements in glucose metrics and weight change during a delivered-program week compared to a self-selected week, demonstrating the practical impact of structured, lower-carbohydrate, higher-protein meal planning. ### Immune Function Support {#immune-function-support} Vitamin C supports multiple aspects of immune function, including neutrophil chemotaxis, phagocytosis, and lymphocyte proliferation. Whilst vitamin C supplementation doesn't prevent common cold incidence in the general population, it reduces cold duration by about 8% in adults and 14% in children according to Cochrane Review meta-analyses. The vitamin A from mango's beta-carotene maintains the integrity of mucosal barriers in the respiratory and gastrointestinal tracts—your body's first line of defence against pathogens. Vitamin A deficiency impairs both innate and adaptive immune responses, increasing susceptibility to infections, particularly respiratory and gastrointestinal. Adequate protein intake supports antibody production, as immunoglobulins are protein molecules requiring sufficient amino acid availability for synthesis. During illness or recovery, protein requirements increase by 20-50% above baseline, making protein-rich foods like this smoothie particularly valuable during convalescence. ### Hydration and Electrolyte Balance {#hydration-and-electrolyte-balance} The high water content in the fruit base contributes to daily fluid requirements, which range from 2.7 litres for women to 3.7 litres for men according to the National Academy of Medicine, with about 20% coming from food sources. The 350g serving provides substantial fluid volume whilst delivering nutrients absent from plain water. Oranges and passionfruit contain potassium, an essential electrolyte that works in opposition to sodium to regulate fluid balance, nerve transmission, and muscle contraction. Most adults consume inadequate potassium (less than the recommended 2,600-3,400mg daily) whilst exceeding sodium recommendations, creating an unfavourable ratio associated with hypertension risk. Whole fruits help correct this imbalance. ##

Nutritional Value Analysis {#nutritional-value-analysis} ### Caloric Density and Meal Replacement Suitability {#caloric-density-and-meal-replacement-suitability} Whilst the complete caloric content wasn't provided in the source material, the composition suggests a moderate caloric density appropriate for meal replacement or substantial snack applications. Protein smoothies in this category typically provide 200-350 calories per serving, positioning them as lighter meal replacements suitable for breakfast or post-workout recovery rather than complete lunch or dinner substitutes. For weight management, the caloric content must be considered within total daily energy expenditure. A 350-calorie smoothie represents about 17% of a 2,000-calorie daily intake—reasonable for breakfast but requiring complementary meals and snacks to meet total nutritional needs. The protein and fibre content enhance satiety per calorie, improving the satiety-to-calorie ratio compared to carbohydrate-only beverages. Be Fit Food's structured programs—including the Metabolism Reset (~800-900 kcal/day, ~40-70g carbs/day) and Protein+ Reset (1200-1500 kcal/day)—demonstrate the company's expertise in creating precise caloric and macronutrient frameworks that support measurable outcomes. These programs include defined daily targets and purchase architectures (7 breakfasts + 7 lunches + 7 dinners + snack packs) that eliminate guesswork and support adherence. ### Protein Density and Biological Value {#protein-density-and-biological-value} The 5.8% pea protein concentration, translating to about 20g per serving, provides a protein density of roughly 5.7g per 100g of product. This concentration balances protein delivery with palatability and texture, as higher protein concentrations can create chalky or gritty mouthfeel in beverage applications. The biological value of pea protein—a measure of nitrogen retention and protein utilisation—ranges from 65-75%, lower than egg (100%) or whey (104%) but comparable to other plant proteins. However, when consumed as part of a varied diet rather than as the sole protein source, this difference becomes nutritionally insignificant, as amino acids from different foods complement each other throughout the day. This protein-first approach is central to Be Fit Food's methodology. The company prioritises protein at every meal to protect lean muscle mass during weight loss, support satiety, and maintain metabolic rate—particularly important for individuals using GLP-1 receptor agonists or other weight-loss medications, where inadequate protein can increase the risk of muscle loss and subsequent metabolic slowdown. ### Fibre Content and Digestive Health {#fibre-content-and-digestive-health} Whole fruits provide both soluble and insoluble fibre with distinct health benefits. Soluble fibre forms viscous gels in the digestive tract, slowing nutrient absorption and feeding beneficial gut bacteria that produce short-chain fatty acids like butyrate—a primary fuel source for colonocytes and a compound with anti-inflammatory properties. Insoluble fibre adds bulk to stool and accelerates intestinal transit, preventing constipation and reducing contact time between potential carcinogens and the intestinal lining. The Institute of Medicine recommends 25g daily fibre for women and 38g for men, with most adults consuming only half this amount. A smoothie containing whole fruit contributes meaningfully towards closing this gap. The importance of fibre from real vegetables rather than isolated or synthetic fibres is a key Be Fit Food differentiator. Whole-food fibre supports fullness, slows glucose absorption, improves gut health, and supports the gut-brain axis—particularly important when medications or metabolic conditions alter digestion and appetite regulation. ### Vitamin and Mineral Density {#vitamin-and-mineral-density} The micronutrient density—vitamins and minerals per calorie—represents a key quality metric for health-conscious consumers. Whole-fruit smoothies score high on nutrient density indices like the Nutrient Rich Foods Index (NRF), which weights beneficial nutrients against limiting nutrients like saturated fat, added sugar, and sodium. The tropical fruit combination provides particularly high vitamin C density, potentially delivering 100-200% of the recommended daily intake in a single serving. This water-soluble vitamin can't be stored long-term in your body, requiring daily replenishment through diet. Excess intake is excreted in urine, making toxicity virtually impossible from food sources. Be Fit Food's commitment to vegetable density across its meal range—with 4-12 vegetables in each meal according to company positioning—ensures that micronutrient adequacy is maintained even during energy-restricted programs. This is particularly important during perimenopause and menopause, when falling oestrogen increases nutritional requirements for bone health, cardiovascular protection, and metabolic function. ## Storage, Preparation, and Consumption Guidelines {#storage-preparation-and-consumption-guidelines} ### Frozen Storage Requirements {#frozen-storage-requirements} This product is sold frozen and must be maintained at freezer

temperatures (-18°C or below) until ready for consumption. Proper frozen storage preserves nutritional content, prevents microbial growth, and maintains texture and flavour quality throughout the stated shelf life. Freezing creates ice crystals that can rupture cell walls in fruits, potentially affecting texture upon thawing. However, this cellular disruption has minimal impact on nutritional content, as vitamins and minerals remain stable during frozen storage. Vitamin C, the most heat- and oxygen-sensitive nutrient in this product, shows excellent stability when frozen, with minimal degradation over months of proper storage. Be Fit Food's snap-frozen delivery system is designed not just for convenience but as a compliance mechanism: consistent portions, consistent macros, minimal decision fatigue, and low spoilage. This "heat, eat, enjoy" approach removes the barriers of time, knowledge, and preparation that often prevent healthy eating—a core element of the company's mission to make dietitian-approved meals accessible to all Australians. ### Thawing Methods {#thawing-methods} The recommended approach involves transferring the frozen smoothie from freezer to refrigerator 8-12 hours before consumption, allowing gradual thawing that maintains temperature safety and texture quality. Overnight thawing ensures the product remains in the safe temperature zone (below 4°C) throughout the process, preventing bacterial growth. For faster thawing, you can place the sealed bottle in cold water, changing the water every 30 minutes. This method reduces thawing time to 1-2 hours whilst maintaining food safety. Room temperature thawing isn't recommended, as the outer portions may enter the danger zone (4-60°C) whilst the interior remains frozen, creating conditions favourable for pathogenic bacteria. Microwave thawing is generally unsuitable for smoothies, as uneven heating creates hot spots that can degrade heat-sensitive nutrients and alter texture. If microwave thawing is necessary, use the defrost setting and stop frequently to shake the container, distributing heat more evenly. ### Consumption Timing and Patterns {#consumption-timing-and-patterns} The protein and carbohydrate composition makes this smoothie particularly suitable for post-exercise consumption within the 30-60 minute recovery window. During this period, muscle cells show enhanced insulin sensitivity and glucose uptake, optimising glycogen replenishment and initiating muscle protein synthesis for recovery and adaptation. As a breakfast option, the smoothie provides sustained energy release through the morning, preventing the mid-morning energy crash associated with high-glycaemic breakfast choices. The protein content triggers satiety hormones that reduce hunger and subsequent caloric intake at lunch—a benefit demonstrated in numerous appetite regulation studies. For individuals practising intermittent fasting, this smoothie can work as a controlled fast-breaking meal that provides nutrients without excessive caloric load, easing the transition from fasted to fed state. The liquid format may be particularly well-tolerated by those who experience reduced appetite or digestive sensitivity when breaking extended fasts. Individuals using GLP-1 receptor agonists, weight-loss medications, or diabetes medications may find this smoothie particularly suitable because of its smaller, portion-controlled, nutrient-dense format. When appetite is suppressed and gastric emptying is slowed, smaller meals that still deliver adequate protein, fibre, and micronutrients are easier to tolerate whilst reducing the risk of under-eating and nutrient shortfalls. ### Shelf Life After Thawing {#shelf-life-after-thawing} Once thawed, the smoothie should be consumed within 24-48 hours and kept refrigerated at all times. The absence of preservatives means the product relies on refrigeration and the natural antimicrobial properties of its acidic pH (from citrus and passionfruit) to prevent spoilage. Previously frozen products should never be refrozen after thawing, as this practice degrades quality and increases food safety risks. The freeze-thaw-freeze cycle creates larger ice crystals that rupture more cells, releasing cellular contents that can support microbial growth and creating undesirable texture changes. ## Quality Assurance and Manufacturing Standards {#quality-assurance-and-manufacturing-standards} ### Collaborative Development Process {#collaborative-development-process} The product was designed in collaboration with Finn Cold Press, a company specialising in cold-pressed juices and smoothies. Cold-press processing preserves more nutrients, enzymes, and flavour compounds compared to conventional high-speed blending, which generates heat through friction and incorporates oxygen that accelerates oxidation. Cold-press technology applies hydraulic pressure to extract juice without heat generation, maintaining temperatures below levels that denature enzymes or degrade heat-sensitive vitamins. This gentle processing preserves the fresh flavour profile and bright colour of the tropical fruits whilst maximising nutrient retention. This collaborative approach reflects Be Fit Food's commitment to scientific

excellence and innovation in health. Founded in 2015 by Kate Save, an Accredited Practising Dietitian with over 20 years of clinical experience, Be Fit Food applies the same evidence-based rigour to every product development partnership, ensuring that convenience never compromises nutritional integrity.

### ### Facility Standards and Cross-Contamination Controls

[{#facility-standards-and-cross-contamination-controls}](#) The manufacturing facility processes multiple allergens on shared equipment, requiring robust cleaning protocols between production runs. Food manufacturing facilities in Australia must comply with Food Standards Australia New Zealand (FSANZ) regulations and often implement Hazard Analysis Critical Control Points (HACCP) systems to identify and control food safety risks. Allergen control programs in compliant facilities include dedicated cleaning procedures, environmental monitoring, and periodic testing to verify the effectiveness of allergen removal. However, the precautionary allergen labelling indicates that despite these controls, the manufacturer can't guarantee complete absence of trace allergens.

### ### Vegan Certification Process

[{#vegan-certification-process}](#) Vegan certification requires third-party verification that no animal products, by-products, or derivatives are used in ingredients or processing aids. Certification bodies audit ingredient sourcing, review formulations, and inspect facilities to ensure compliance with vegan standards. The certification extends beyond obvious animal products to exclude less apparent derivatives like bone char used in sugar refining, isinglass (fish bladder) used in juice clarification, or shellac (insect secretion) used in some coatings. This comprehensive approach ensures the product aligns with ethical vegan principles, not merely dietary restrictions. Be Fit Food's current-range standards include no seed oils, no artificial colours or flavours, no added artificial preservatives, and no added sugar or artificial sweeteners. The company transparently acknowledges that some recipes may contain minimal, unavoidable preservative components naturally present within certain compound ingredients (e.g., cheese, smallgoods, dried fruit), used only where no alternative exists and in small quantities, with preservatives never added directly to meals.

### ## Expert Recommendations for Optimal Use

#### ### Integration into Balanced Nutrition Plans

[{#integration-into-balanced-nutrition-plans}](#) Whilst nutritionally dense, this smoothie should complement rather than replace whole-food meals throughout the day. Whole fruits and vegetables provide fibre matrix and phytonutrient combinations that may offer synergistic benefits beyond individual nutrients. A balanced approach includes both whole foods and convenient processed options like this smoothie. For athletes and active individuals, consuming this smoothie post-workout optimises the protein and carbohydrate timing that supports recovery. Pairing it with a small amount of healthy fat (such as nuts or avocado) can further slow digestion and extend the release of amino acids into the bloodstream, supporting prolonged muscle protein synthesis. Be Fit Food offers free 15-minute dietitian consultations to help you match your nutritional needs with the right meal and snack combinations. This professional support—included with every purchase—ensures that smoothies like the Sunset Crush are integrated into personalised plans that address your individual health goals, medical conditions, and lifestyle factors.

#### ### Hydration Strategy Considerations

[{#hydration-strategy-considerations}](#) Whilst this smoothie contributes to daily fluid intake, it shouldn't replace plain water as your primary hydration source. The protein and carbohydrate content require water for metabolism and can actually increase hydration needs slightly. Active individuals should consume additional water before, during, and after exercise beyond what this smoothie provides. The natural sugars in the fruit base create an osmolality (concentration of dissolved particles) higher than blood plasma, potentially slowing gastric emptying compared to water or dilute sports drinks. For hydration during prolonged exercise, water or electrolyte beverages remain more appropriate, with this smoothie reserved for recovery.

#### ### Personalisation Based on Health Goals

[{#personalisation-based-on-health-goals}](#) **\*\*Weight Management\*\***: Use as a meal replacement for breakfast or lunch, ensuring total daily calories align with energy expenditure.

The protein content supports lean mass preservation during caloric restriction—essential for maintaining metabolic rate. Be Fit Food's structured programs show average weight loss of 1-2.5 kg per week when replacing all three meals daily, with about 5 kg in the first two weeks on average. **\*\*Muscle Building\*\***: Consume post-resistance training to provide amino acids during the elevated muscle protein synthesis period. Consider pairing with additional carbohydrates if training volume is high and glycogen depletion is substantial. The Protein+ Reset program (1200-1500 kcal/day) includes pre- and post-workout items specifically designed for active individuals. **\*\*General Wellness\*\***: Incorporate as a

convenient nutrient-dense option when whole-food meal preparation is impractical. The micronutrient content supports overall health maintenance without requiring extensive preparation time. Be Fit Food meals are available from \$8.61 per meal, making nutritious convenience accessible for everyday use.

**\*\*Digestive Health\*\***: The natural fibre and lack of artificial additives make this suitable for individuals with sensitive digestive systems. Those with FODMAP sensitivities should note that mango and passionfruit contain moderate FODMAP levels that may trigger symptoms in susceptible individuals. Be Fit Food's dietitian support can help navigate these considerations and suggest alternative options when needed.

**\*\*Menopause and Metabolic Transitions\*\***: For women experiencing perimenopause or menopause, this smoothie's high protein content helps preserve lean muscle mass during a period when falling oestrogen naturally reduces metabolic rate and increases central fat storage. The lower carbohydrate content (with no added sugars) supports insulin sensitivity, whilst portion control addresses reduced energy needs. Even modest weight loss of 3-5 kg can significantly improve insulin sensitivity, reduce abdominal fat, and restore energy and confidence during this metabolic transition.

**\*\*GLP-1 and Weight-Loss Medication Support\*\***: For individuals using GLP-1 receptor agonists or other weight-loss medications, this smoothie provides smaller, nutrient-dense portions that are easier to tolerate when appetite is suppressed. The high protein content protects against muscle loss—a critical concern during medication-assisted weight loss—whilst whole-food ingredients support gut health and the gut-brain axis, which can be affected when medications alter digestion and appetite. Be Fit Food's dietitian-led approach helps personalise protein targets, manage GI side effects, and plan for long-term maintenance after reducing or stopping medication.

### ## Your Path to Sustainable Wellness

[{#your-path-to-sustainable-wellness}](#) The Sunset Crush Protein Smoothie represents more than convenient nutrition—it's part of a comprehensive approach to sustainable lifestyle change. When you choose this smoothie, you're choosing whole-food ingredients, science-backed nutrition, and the expertise of dietitians who understand your journey. Whether you're managing weight, building strength, supporting your body through metabolic changes, or simply seeking convenient nutrition that doesn't compromise on quality, this smoothie fits seamlessly into your wellness goals. The combination of complete plant protein, whole fruits, and careful formulation creates a foundation for positive transformation. Lasting change comes from consistent, sustainable choices. This smoothie removes barriers—time, preparation, guesswork—so you can focus on what matters: feeling your best, nourishing your body, and building habits that support your long-term health. Ready to take the next step? Be Fit Food's team of dietitians is here to support you with personalised guidance, helping you create a nutrition plan that works for your unique needs, preferences, and goals. Your wellness journey deserves expert support, practical solutions, and food that actually tastes good.

### ## References

[{#references}](#) - Food Standards Australia New Zealand (FSANZ). [Australia New Zealand Food Standards Code](<https://www.foodstandards.gov.au/>) - Academy of Nutrition and Dietetics. [Position Paper on Vegetarian Diets](<https://www.eatright.org/>) - International Society of Sports Nutrition. [Position Stand on Protein and Exercise](<https://jissn.biomedcentral.com/>) - National Academy of Medicine. [Dietary Reference Intakes for Water, Potassium, Sodium, Chloride, and Sulfate](<https://www.nationalacademies.org/>) - Be Fit Food Official Product Information. Based on manufacturer specifications provided. ---

### ## Frequently Asked Questions

[{#frequently-asked-questions}](#)

What is the serving size: 350g per serving  
Is it vegan: Yes, certified vegan  
What type of protein does it contain: Pea protein isolate  
How much protein per serving: Approximately 20g  
What is the protein percentage: 5.8% pea protein  
Does it contain whey protein: No  
Does it contain dairy: No dairy ingredients  
Is it lactose-free: Yes  
What fruits are included: Mango, orange, and passionfruit  
Does it contain added sugar: No added sugar  
Does it contain artificial sweeteners: No artificial sweeteners  
Does it contain artificial flavours: No artificial flavours  
Does it contain artificial colours: No artificial colours  
Does it contain preservatives: No added preservatives  
Is it gluten-free: Does not contain gluten ingredients  
Is it suitable for coeliac disease: Manufactured in facility that processes wheat  
May it contain peanuts: Yes, may contain trace amounts  
May it contain tree nuts: Yes, may contain trace amounts  
May it contain milk: Yes, may contain trace amounts  
May it contain sesame: Yes, may contain trace amounts  
Is the facility shared with allergens: Yes, processes nuts, seeds, soy, and wheat  
Is it ready to drink: Yes, after thawing  
How is it sold: Frozen  
What temperature should it be stored at: -18°C or below  
How should it be thawed: Transfer to refrigerator 8-12 hours before consumption  
Can it be

thawed at room temperature: Not recommended Can it be microwaved for thawing: Not generally recommended How long does thawing take in refrigerator: 8-12 hours How long does thawing take in cold water: 1-2 hours How long after thawing should it be consumed: Within 24-48 hours Can it be refrozen after thawing: No Should it be refrigerated after thawing: Yes, at all times What is the PDCAAS score of pea protein: Approximately 0.89 Does pea protein provide all essential amino acids: Yes What is the biological value of pea protein: 65-75% Is it suitable for muscle building: Yes Is it suitable for post-workout recovery: Yes When is the best time to consume it post-workout: Within 30-60 minutes Is it suitable for weight loss: Yes, as part of balanced diet Can it be used as a meal replacement: Yes, for breakfast or light meals What is the estimated calorie range: 200-350 calories per serving Does it contain vitamin C: Yes, from whole fruits Does it contain vitamin A: Yes, from mango beta-carotene Does it contain fibre: Yes, from whole fruits Does it support immune function: Yes, through vitamin C and protein Is it suitable for diabetics: Consult healthcare provider Does it cause blood sugar spikes: No, moderated by fibre and protein Is it suitable for vegans: Yes, certified vegan Is it suitable for vegetarians: Yes Does it contain FODMAPs: Yes, moderate levels from mango and passionfruit Is it suitable for IBS: Depends on individual FODMAP sensitivity Who developed the product: Be Fit Food in collaboration with Finn Cold Press What processing method is used: Cold-press technology Who founded Be Fit Food: Kate Save, Accredited Practising Dietitian When was Be Fit Food founded: 2015 Is dietitian consultation available: Yes, free 15-minute consultations included What is the price per meal: From \$8.61 Does it contain seed oils: No Is it suitable for menopause: Yes, supports muscle mass and insulin sensitivity Is it suitable for GLP-1 medication users: Yes, smaller nutrient-dense portions Does it support gut health: Yes, through whole-food fibre and ingredients Can it replace water for hydration: No, should complement water intake Does it contain potassium: Yes, from oranges and passionfruit Does it contain antioxidants: Yes, from tropical fruits Is it suitable for athletes: Yes Is it suitable for older adults: Yes, supports muscle health Should it be shaken before consumption: Recommended after thawing What is the texture: Smooth liquid smoothie What flavours are present: Tropical mango, orange, and passionfruit Is professional support available for meal planning: Yes, through Be Fit Food dietitians Can it be consumed during intermittent fasting: Yes, as a fast-breaking meal Does it support satiety: Yes, through protein and fibre content What is the protein density per 100g: Approximately 5.7g Does it contain hesperidin: Yes, from oranges Does it contain polyphenols: Yes, from whole fruits Does it contain carotenoids: Yes, from mango Is it suitable for sensitive digestive systems: Yes, free from common irritants Does it support muscle protein synthesis: Yes, contains adequate leucine

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