

All in Good Measure



How wonderful would it be to have fresh Yankee pot roast or blueberry cream cheese French toast cooked for you each week? For Athenians wanting dietary guidance for weight loss, convenience, or health-related reasons, preparing daily meals has become a thing of the past through Atlanta-based Good Measure Meals (GMM).

Stemming from its partnership with the local Workout Warriors Boot Camp, GMM has launched a satellite location in Athens. "All the clients have to do is walk into the pick-up location, grab their meal bag out of the handy reach-in cooler and freshly prepared breakfasts, lunches, and dinners are all taken care of," says April Williams, founder of WoW!. Members of WoW! are offered initial price discounts through the group's partnership with Good Measure Meals.

"The meals taste fantastic! I've never had one that I just don't eat," says Natalie Camp, who buys the convenient meals for herself and her husband.

Following the tenets of a trend known as "social

Ready-to-eat meals fill Athenians' stomachs and nonprofit's coffers

entrepreneurship," GMM donates 100 percent of their profits to the nonprofit organization Open Hand, which bought GMM in 2005. Open Hand seeks to eliminate disability and untimely death due to nutrition-sensitive chronic disease by combining home-delivered meals and nutrition education to clients who are approved by the program.

All GMM meals are developed by five registered dietitians to ensure compliance with health guidelines set by groups such as The American Heart Association and The

American Diabetes Association. Menus change every six months and follow a five-week rotation cycle. Five and seven-day plans are available beginning at \$19.95 a day and are determined by the daily caloric needs of the client—there are 1,200 to 2,100 caloric plans.

For more information, visit
www.goodmeasuremeals.com or
www.projectopenhand.org.

—Mary Catherine Brito