



**THE JOE CROSS 7 DAY
JUICE CHALLENGE**

PLAN

OVERVIEW - JOE CROSS 7 DAY JUICE CHALLENGE

	Day 1: Monday	Day 2: Tuesday	Day 3: Wednesday	Day 4: Thursday	Day 5: Friday	Day 6: Saturday	Day 7: Sunday
Daily Juice	Orange Ginger	Celery & Co.	Wake-Up-Call	Minty Green	Beet-Tastic	Turmeric Takeover	Mean Green
Optional Meal Swap	Broccoli Stir Fry	Roasted Vegetable Salad	Sweet Potato Hash	Mexican Mason Jar Salad	Cauliflower Spinach Soup	Veggie Burgers + Fennel Fries	Banana Ice Cream

JUICE SHOPPING LIST - JOE CROSS 7 DAY JUICE CHALLENGE

Fruit	Vegetables	Herbs
3 green apples	2 beets	4 inch (10cm) piece ginger
2 lemons	15 carrots	1 small bunch of mint
1 lime	16 celery stalks	3 inch (7.5cm) piece turmeric
2 oranges	3 cucumbers	
1 pear	1 fennel bulb (with frond)	
3 red apples	8 kale (Tuscan cabbage) leaves	
1 ruby red grapefruit	1 sweet potato	
Note: Shopping list does not include optional ingredients or substitutions.		

OPTIONAL MEAL SWAP SHOPPING LIST - JOE CROSS 7 DAY JUICE CHALLENGE

Fruit & Vegetables	Herbs & Spices	Other
1 avocado	1 tsp ground chili powder	¼ cup almond butter (60g)
1 banana	¼ cup chives or scallions (12g)	1 quart container unsweetened almond milk (32oz)
2 broccoli heads	1 small bunch fresh cilantro (coriander)	¼ cup slivered almonds (30g)
4 carrots	1 tsp cumin	2, 15-oz cans of black beans (400g)
1 head cauliflower	5 garlic cloves	¼ cup gluten-free bread crumbs (30g)
2 fennel bulbs	2-inch (5cm) ginger bulb	1 egg (or 1 flax egg: 1 tbsp of flaxseed mixed with 2 ½ tbsp of water)
4 kale (Tuscan cabbage) leaves	3 lemons	1 tbsp flaxseeds
1 cup of mushrooms (120g)	1 lime	4 teaspoons pure maple syrup or honey
2 onions	1 tsp oregano	2.5 cups of quinoa (460g)
5 red bell peppers	1 tsp paprika	1 cup rice (200g)
1 red onion	1 tsp onion powder	3 tablespoons rice vinegar
1 head romaine lettuce (cos)	1 small bunch fresh parsley	3 tablespoons tamari (or soy sauce)
4 sweet potato	½ tsp red pepper flakes + an extra pinch	1 quart container vegetable broth (32oz)
1 cup spinach (30g)	¼ tsp thyme	coconut oil
1 tomato	¼ cup sesame seeds (30g)	olive oil
2 zucchini	sea salt	
	black pepper	

Note: Shopping list does not include optional ingredients or substitutions.

DAY 1 MONDAY JOE CROSS 7 DAY JUICE CHALLENGE

Juice of the Day: Orange Ginger



This bright, sunny juice will jump-start your week and fill you with antioxidants and vitamin A along with a great digestive aid that can help boost metabolism.

Ingredients:

- 8 medium carrots
- 1 lemon
- 1 inch (2.5 cm) piece of ginger

Directions:

1. Peel Lemon.
2. Wash all produce well.
3. Add all ingredients through juicer and enjoy!

Makes 1 serving, 16oz (475ml)

Optional Meal Swap: Simple Broccoli Stir Fry



Stir-frying is a fast and easy way to make a fresh one-pot meal and enjoy an array of veggies including antioxidant-rich broccoli, carrots and peppers. This easy sauce comes together quickly offering so much flavor.

Ingredients:

- 2 tablespoons coconut oil
- 1 onion, thinly sliced
- 4 medium carrots, thinly sliced
- 4 cups of broccoli, cut into florets (about 2 large heads)
- 2 medium red bell peppers, thinly sliced

Sauce:

- ¼ cup almond butter (or tahini, peanut butter or sunflower butter)
- 3 tablespoons gluten-free tamari (or soy sauce)
- 3 tablespoons rice vinegar (or apple cider vinegar)
- 4 teaspoons pure maple syrup or honey
- 4 teaspoons grated ginger (1 inch (2.5 cm) fresh grated ginger bulb)

Directions:

1. Mix all sauce ingredients together in a bowl and set aside.
2. Heat oil in a wok or saucepan and sauté veggies. Add onions and carrots first, followed by the broccoli and peppers. Vegetables should retain their color and still be crunchy (about 6-8 minutes).
3. Add sauce and cook for another minute or two, stirring well.
4. Serve over cooked rice (1 cup/200g). Follow directions on package.

Optional: You can also make rice noodles (1, 12-oz package) or cauliflower rice (1, 12-oz/340g bag). Follow directions on package.

Prep time: 10 minutes | **Cook time:** 10 minutes

Total time: 20 minutes | **Servings:** 4

DAY 2 TUESDAY JOE CROSS 7 DAY JUICE CHALLENGE

Juice of the Day: Celery & Co.



You'll be surprised by this mild-flavored green juice with just a hint of licorice flavor that is high in minerals and good for digestion.

Ingredients:

- 8 celery stalks
- 1 green apple
- 1 small fennel bulb + 1 frond

Directions:

1. Wash all produce well.
2. Chop fennel bulb in half (or quarters) and separate 1 frond for juicing.
3. Add all ingredients through juicer and enjoy!

Makes 1 serving, 16oz (475ml)

Optional Meal Swap:

Warm Roasted Vegetable Quinoa Salad



This nourishing salad will teach you the simple and delicious art of roasting vegetables. You can use any vegetables you like in this salad, and it will still work well.

Ingredients:

- 1 ½ cups (250g) quinoa, uncooked
- 3 cups (600ml) vegetable broth
- 2 zucchini (courgette), chopped into cubes
- 2 small sweet potatoes, chopped into cubes
- 3 – 4 kale (Tuscan cabbage) leaves, chopped roughly
- 2 red bell pepper (capsicum)
- 2 – 3 tbsp coconut oil
- ¼ cup (30 g) slivered almonds
- sea salt & pepper to taste

Dressing:

- ¼ cup (60ml) extra-virgin olive oil
- 1-2 tbsp lemon juice
- 1-2 fresh garlic cloves, crushed
- 1 handful of parsley, chopped
- sea salt and pepper to taste

Get Ahead: Make an extra 1 cup of quinoa for Thursday's meal. Cook 1 cup quinoa with 1.5 cups of broth or water. Once cooked, put in an air-tight container in the fridge until you are ready to make your mason jar salad.

Directions:

1. Preheat the oven to 350F (180C).
2. Rinse and drain quinoa then add to a saucepan with 3 cups of broth. Bring to boil then simmer for 15-20 minutes or until all water is absorbed.
3. Wash all the produce well.
4. Chop the zucchini, sweet potato, and pepper into cubes, then place on baking tray.
5. Toss in coconut oil and season with salt and pepper, then cook for 30 minutes.
6. Place kale into oven with 15 minutes remaining for the roasted veggies. (You can also steam, boil or simply enjoy raw.)
7. Slightly toast almonds (optional).
8. Mix dressing ingredients together in a small bowl until well combined.
9. Remove roasted vegetables and kale from oven then toss with almonds and dressing in a large bowl.
10. Serve immediately.

Prep time: 15 minutes | **Cook time:** 30 minutes
Total time: 45 minutes | **Servings:** 4

DAY 3 WEDNESDAY JOE CROSS 7 DAY JUICE CHALLENGE

Juice of the Day: Wake-Up Call



This juice will wake you up any time of day with its equally tart and sweet flavors. The grapefruit supports weight loss and helps improve insulin sensitivity.

Ingredients:

- 1 ruby red grapefruit
- 1 orange
- 2 carrots
- ½ inch (1cm) piece of ginger

Directions:

1. Peel grapefruit.
2. Wash all produce well.
3. Add all ingredients through juicer and enjoy!

Makes 1 serving, 16oz (475ml)

Optional Meal Swap: Sweet Potato Hash



Eat more veggies in the morning by making this sweet potato dish, loaded with immune supportive nutrients like antioxidants, vitamin C, beta- and alpha-carotene, plus phytonutrients found in garlic and onions like allium.

Ingredients:

- 2 medium sweet potatoes
- 1 tbsp olive oil
- 1 small red onion
- 2 garlic cloves
- 1 red bell pepper (capsicum)
- ½ tsp cracked red pepper
- ¼ cup chives or scallions (12g)
- sea salt and black pepper, to taste
- 4 eggs (optional)

Directions:

1. Wash and peel sweet potatoes. Then dice into bite sized pieces.
2. Wash red pepper. Cut away stem and seeds, discard. Dice red pepper.
3. Peel and dice red onion.
4. Smash garlic cloves and discard skin. Chop and leave on cutting board, exposing to air to help potentiate the phytonutrients.
5. Wash and chop chives. Reserve 1 Tbsp for garnish.
6. Heat olive oil over medium heat in pan, iron skillet is ideal.
7. Add onions and pinch of salt, cook until soft about 6 minutes, stirring occasionally.
8. Add garlic, red pepper, sweet potatoes, salt and cracked red plus black pepper.
9. Cook 10 minutes, then add chives/scallions except 1 Tbsp for garnish. Stir occasionally.
10. Cook additional 5-10 minutes until sweet potatoes are golden brown and soft.
11. Let cool, portion into bowl and garnish with chives/scallions.
12. If desired, cook eggs any style you like, over- easy or poached work best.
13. Top sweet potato hash with eggs and enjoy!

Prep time: 5 minutes | **Cook time:** 15 minutes

Total time: 20 minutes | **Servings:** 2

DAY 4 THURSDAY JOE CROSS 7 DAY JUICE CHALLENGE

Juice of the Day: Minty Green



A green juice that tastes like a mojito mocktail, yes please! Enjoy the fresh clean flavors of this cucumber-rich juice that will keep you hydrated and feeling good.

Ingredients:

- 2 cucumbers
- 1 lime
- 1 pear
- 1 handful mint

Directions:

1. Wash all produce well.
2. Add all ingredients through juicer and enjoy!

Makes 1 serving, 16oz (475ml)

Optional Meal Swap:

Mexican Mason Jar Salads



The secret to keeping this on-the-go salad fresh is to keep the dressing at the bottom and the greens at the top. With a little bit of prep earlier in the week, you can have this meal ready to go in 10 minutes or less.

Ingredients:

For the Jars:

- 15-oz can (400g) of black beans (BPA free)
- 1 cup quinoa (cooked)
- 1 avocado, chopped
- 1 tomato chopped
- 1 handful cilantro
- 4 cups romaine lettuce (cos), shredded (about one head)
- 4 (16 ounce/pint-size) wide-mouth jars

For the Chile Lime Dressing:

- ½ cup olive oil
- juice of one lime
- 1 teaspoon ground chili powder
- pinch red pepper flakes
- Salt and pepper, to taste

Directions:

1. Whisk together dressing ingredients in a small bowl and set aside.
2. Place an equal amount of dressing at the bottom of each jar.
3. Prepare the avocado, tomato, cilantro mixture by chopping all ingredients and mixing together in a large bowl.
4. Now it's time to layer your salad. Start with black beans, quinoa, avocado-tomato mixture and finally, lettuce. Put the lid on your salads and refrigerate until ready to serve. (Salads will last for up to a week in the fridge when unmixed.)
5. When you're ready to eat, just empty jar onto a large plate or bowl and enjoy!

Prep time: 10 minutes | **Total time:** 10 minutes
Serving Size: 1 jar | **Servings:** 4

DAY 5 FRIDAY JOE CROSS 7 DAY JUICE CHALLENGE

Juice of the Day:

Beet-Tastic



Try drinking this juice before a workout, as beets help lower blood pressure and improve physical performance, or any time of the day when you need a boost of energy.

Ingredients:

- 2 large beets
- 1 red apple
- 4 carrots
- 1-inch piece fresh ginger

Directions:

1. Wash all produce well.
2. Add all ingredients through juicer and enjoy!

Makes 1 serving, 16oz (475ml)

Optional Meal Swap:

Cauliflower Spinach Soup



This warming soup is a rich source of immune-boosting and health-promoting nutrients including vitamin C, energizing B vitamins, bone-healthy vitamin K and brain and heart-healthy folate. Eating more vegetables is easy when you know how to make soups like this one.

Ingredients:

- 1 head of cauliflower
- 1 onion
- dash of red pepper flakes
- 1 cup (30g) spinach
- dash of sea salt and pepper
- 2 tbsp olive oil
- ¼ tsp thyme
- ½ cup (125ml) unsweetened almond milk
- 1 cup (250ml) low sodium vegetable broth
- sage leaf for garnish (optional)

Directions:

1. Preheat the oven to 425F (218C).
2. Cut cauliflower into florets and slice the onion. Spread on roasting pan.
3. Toss the cauliflower and onion with the olive oil, garlic, and red pepper flakes on a baking sheet; sprinkle with the salt and thyme and toss again. Roast until golden and tender, about 20 minutes.
4. Combine all ingredients (except garnish) in a food processor or high-powered blender and blend or process on high for 2-3 minutes or until well mixed.
5. In a medium to large stockpot heat the blended soup over medium for 10-15 minutes or until warmed.
6. Serve with garnish and enjoy!

Prep time: 10 minutes | **Cook time:** 40 minutes

Total time: 50 minutes | **Servings:** 4

DAY 6 SATURDAY JOE CROSS 7 DAY JUICE CHALLENGE

Juice of the Day:

Turmeric Takeover



Yes, you can juice sweet potatoes and they will create an orange creamsicle-like taste. They combine perfectly with turmeric, which has some major anti-inflammatory benefits too.

Ingredients:

- 1 sweet potato
- 2 red apples
- 1 orange
- 1 carrot
- 4 celery stalks
- 3 inch (7.5 cm) piece of turmeric

Directions:

1. Wash all produce well.
2. Add all ingredients through juicer and enjoy!

Makes 1 serving, 16oz (475ml)

Optional Meal Swap:

Veggie Burgers and Fennel Fries



Turn burger night into a health-food fiesta. Enjoy this black bean and mushroom veggie burger with fresh tomato, pickles, beets, cucumber, spinach, onions or anything else you enjoy.

Ingredients:

- 1 15-oz can (400g) of black beans (BPA free), drained and rinsed
- 1 tbsp of ground flaxseeds
- 1 tbsp of tamari
- 1 cup (120g) of mushrooms, chopped
- ½ tsp sea salt
- 1 tsp cumin
- 1 tsp oregano
- 1 tsp paprika
- 1 fresh garlic clove
- 1 tsp onion powder
- 1 egg (or 1 flax egg)*
- ¼ cup (30g) of bread crumbs**
- ¼ cup (30g) of sesame seeds, and extra for coating
- 1 tbsp coconut oil for cooking

*Flax egg: 1 tbsp of flaxseed meal with 2 ½ tbs of water, soaked for 10 minutes

**Optional: You can use gluten-free bread crumbs.

Directions:

1. In a food processor combine all the ingredients except for half of the black beans.
2. Mix until it is combined well and the ingredients are all processed well.
3. Mix in the remaining whole black beans gently to combine well.
4. Form 4-6 balls and roll in extra sesame seeds and form burger patties.
5. Lightly grease a tray with the coconut oil and place burger on the tray.
6. Bake for 30 minutes, flipping patties gently at 15 minutes.

Optional toppings: fresh tomato, pickles, cucumber or onions

Prep time: 10 minutes | **Cook time:** 30 minutes

Total time: 40 minutes | **Servings:** 4 minutes

See next page for Fennel fries recipe.

DAY 6 SATURDAY CONT. JOE CROSS 7 DAY JUICE CHALLENGE

Optional Meal Swap:

Fennel Fries



Ingredients:

- 2 fennel bulbs, sliced
- sea salt, to taste

Fennel is loaded with fiber, and heart-healthy nutrients like potassium, and it's got great digestive properties too. They are a great substitute for potatoes to make these healthy "fries."

Directions:

1. Preheat the oven to 350F (180C).
2. Line a baking sheet with parchment paper or aluminum foil.
3. Prepare the fennel by washing, removing the tops and slicing the fennel bulb.
4. Place the fennel slices on the baking sheet and bake for 30 minutes, flipping once halfway through.
5. Let them cool for a few minutes before serving and sprinkle with sea salt for extra flavor.

Prep time: 5 minutes | **Cook time:** 30 minutes

Total time: 35 minutes | **Servings:** 4

DAY 7 SATURDAY JOE CROSS 7 DAY JUICE CHALLENGE

Juice of the Day:

Mean Green



The only thing mean about this juice is that it tastes so good! Swap a soda for this hydration-boosting drink that'll have you glowing all day long.

Ingredients:

- 1 cucumber
- 4 celery stalks
- 2 green apples
- 8 kale (Tuscan cabbage) leaves
- 1 lemon
- 1 inch (2.5cm) piece of ginger

Directions:

1. Peel lemon
2. Wash all ingredients.
3. Add all ingredients through juicer and enjoy!

Makes 1 serving, 16oz (475ml)

Optional Meal Swap:

Banana Ice Cream



You've made it to the end of your challenge and you can enjoy this amazing smart sweet—ice cream made from bananas and non-dairy milk. Remember to peel, slice and freeze your bananas earlier in the week so you can easily blend and enjoy!

Ingredients:

- 1 large frozen banana, sliced
- 2 tbsp almond milk – add more if needed (makes blending easier)

Directions:

1. Add all ingredients into your blender and blend until a smooth “ice cream” consistency is formed.

Optional add-ins: ½ tbsp almond butter, ½ tbsp cacao nibs, ½ tsp cinnamon (optional)

Prep time: 5 minutes | **Cook time:** 5 minutes

Total time: 10 minutes | **Servings:** 1