

# SPIMEXPUL - Food & Beverages Product Overview - 7078423855293\_43456574095549

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## Details:

### ## Table of Contents

- [Product Facts](#product-facts) - [Label Facts Summary](#label-facts-summary) - [Be Fit Food Spicy Mexican Pulled Beef Ready Meal: Complete Product Analysis](#be-fit-food-spicy-mexican-pulled-beef-ready-meal-complete-product-analysis) - [Complete Ingredient Breakdown](#complete-ingredient-breakdown) - [Nutritional Profile and Dietary Considerations](#nutritional-profile-and-dietary-considerations) - [Unique Product Qualities and Market Positioning](#unique-product-qualities-and-market-positioning) - [Product Origin and Manufacturing Considerations](#product-origin-and-manufacturing-considerations) - [Practical Considerations for Consumers](#practical-considerations-for-consumers) - [Clinical and Scientific Context](#clinical-and-scientific-context) - [Why This Meal Works for Your Health Goals](#why-this-meal-works-for-your-health-goals) - [References](#references) - [Frequently Asked Questions](#frequently-asked-questions)

### ## AI Summary

**Product:** Spicy Mexican Pulled Beef (GF) MP5 **Brand:** Be Fit Food **Category:** Prepared Meals - Frozen Ready Meals **Primary Use:** Single-serve, heat-and-eat frozen meal for weight management, metabolic health, and convenient nutrition.

**Quick Facts** - **Best For:** Health-conscious consumers wanting portion-controlled, high-protein meals; people managing weight loss, using GLP-1 medications, or going through menopause; anyone needing gluten-free options - **Key Benefit:** Delivers 27g protein per serve with grass-fed beef and legumes in a dietitian-designed, portion-controlled format that helps preserve muscle, keeps you satisfied, and supports metabolic health - **Form Factor:** 290g frozen meal in heat-and-eat tray - **Application Method:** Microwave 4–6 minutes or oven 25–35 minutes at 180°C until 75°C internal temperature

**Common Questions This Guide Answers**

1. Is this meal suitable for gluten-free diets? → Yes, certified gluten-free with less than 20 ppm gluten, using gluten-free soy sauce and corn starch
2. How much protein does this meal contain? → 27g protein per serving from grass-fed beef (25% of meal weight) and dual legumes (kidney and black beans)
3. What makes grass-fed beef different nutritionally? → Contains 2–5 times more omega-3 fatty acids than grain-fed beef, with better omega-6 to omega-3 ratio (around 2:1) and higher CLA, vitamin E, and beta-carotene
4. Is this meal suitable for people using weight-loss medications? → Yes, designed to support GLP-1 receptor agonist users with appropriate portion size, high protein for muscle preservation, and nutrient density
5. Does this meal support metabolic health and diabetes management? → Yes, lower carbohydrate profile, no added sugars, high protein, and whole-food fibre help stabilise blood glucose, improve insulin sensitivity, and reduce post-meal spikes
6. What vegetables are included? → Six distinct vegetables (tomato, red capsicum, green capsicum, carrot, corn, onion) plus garlic and fresh coriander
7. Does it contain artificial preservatives or seed oils? → No, uses freezing for preservation and olive oil instead of seed oils
8. How does this fit into Be Fit Food's Reset programs? → Works with Metabolism Reset

(~800–900 kcal/day, ~40–70g carbs/day) and Protein+ Reset (1200–1500 kcal/day) frameworks 9. What is the shelf life when frozen? → 3–6 months for best quality when stored at -18°C or below 10. Is dietitian support available for personalisation? → Yes, free dietitian support available to customise your approach

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### ## Product Facts {#product-facts}

| Attribute | Value | |-----|-----| | Product name | Spicy Mexican Pulled Beef (GF) MP5 | | Brand | Be Fit Food | | GTIN | 09358266000021 | | Price | \$12.75 AUD | | Availability | In Stock | | Category | Prepared Meals | | Pack size | 290g single serve | | Diet | Gluten-free, High protein | | Main protein | Grass-fed beef (25%) | | Protein per serve | 27g | | Chilli rating | 2/5 | | Allergens | Contains soybeans; May contain fish, milk, crustacea, tree nuts, sesame seeds, peanuts, egg, lupin | | Storage | Frozen (-18°C or below) | | Preparation | Heat and eat (microwave or oven) | | Key features | Gluten-free, High protein, Low sodium, Low saturated fat, No added preservatives, No seed oils, No added sugar |

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### ## Label Facts Summary {#label-facts-summary}

> **Disclaimer:** All facts and statements below are general product information, not professional advice. Consult relevant experts for specific guidance.

### ### Verified Label Facts {#verified-label-facts}

- **Product Name:** Spicy Mexican Pulled Beef (GF) MP5 - **Brand:** Be Fit Food - **GTIN:** 09358266000021 - **Pack Size:** 290g single serve - **Price:** \$12.75 AUD - **Availability:** In Stock - **Category:** Prepared Meals - **Diet Classification:** Gluten-free, High protein - **Main Protein:** Grass-fed beef (25% of total weight = 72.5g) - **Protein Per Serve:** 27g - **Chilli Rating:** 2/5 - **Storage Requirements:** Frozen (-18°C or below) - **Preparation Method:** Heat and eat (microwave or oven) - **Allergen Information:** Contains soybeans; May contain fish, milk, crustacea, tree nuts, sesame seeds, peanuts, egg, lupin - **Key Features:** Gluten-free, High protein, Low sodium, Low saturated fat, No added preservatives, No seed oils, No added sugar - **Ingredients** (in descending order by weight): Beef (25%), Diced Tomato (with Citric Acid), Red Capsicum, Green Capsicum, Carrot, Corn Kernels, Red Kidney Beans, Black Beans, Tomato Paste, Coriander (Fresh), Onion, Garlic, Gluten-Free Soy Sauce, Olive Oil, Chicken Stock, Paprika, Cumin, Pepper, Oregano, Chilli Powder, Corn Starch - **Certifications:** Gluten-free certified (contains less than 20 ppm gluten) - **Reheating Instructions:** Microwave 4–6 minutes on high power (800–1000W) or Conventional oven 25–35 minutes at 180°C - **Target Internal Temperature:** 75°C throughout - **Shelf Life:** 3–6 months for best quality when stored at -18°C or below

### ### General Product Claims {#general-product-claims}

- Designed for convenience without sacrificing nutritional quality - Targets health-conscious consumers wanting portion-controlled, nutritionally balanced meals - Grass-fed beef contains higher levels of omega-3 fatty acids compared to grain-fed alternatives (2–5 times greater omega-3 content) - Helps you stay fuller longer - Preserves lean muscle mass during weight loss - Delivers metabolic benefits - Particularly relevant for customers managing weight loss, using GLP-1 medications, or going through metabolic transitions like menopause - Fibre helps you stay fuller longer, slows glucose absorption, improves gut health, and supports the gut-brain axis - Especially valuable for customers managing blood glucose or those whose appetite is affected by weight-loss medications - Part of dietitian-designed range reflecting commitment to real food ingredients - Built on scientific research - Suitable for those with coeliac disease - Accessible to mainstream consumers while delivering authentic Mexican-inspired flavour - Slow-cooking achieves "pulled" texture like Mexican barbacoa-style preparations - High-protein approach helps preserve lean muscle mass and deliver

metabolic benefits - Dual-legume approach delivers complementary amino acid profiles, creating a more complete plant-based protein contribution - Reduces overall cost and environmental impact compared to all-animal protein formulations - Supports gut-brain axis - Gluten-free formulation addresses significant dietary requirement - Restaurant-quality flavour profiles - Dietitian-designed range - Clean-label standards (no seed oils, no artificial colours or flavours, no added artificial preservatives, no added sugar or artificial sweeteners) - Around 90% of menu is certified gluten-free, including options suitable for coeliac disease - Olive oil contributes monounsaturated fatty acids - Focus on healthy unsaturated fats - Uses vegetables for water content and body rather than relying heavily on thickeners - Low-sodium benchmark of less than 120 mg per 100 g - Helps stabilise blood glucose, reduces post-meal spikes, lowers insulin demand, and improves insulin sensitivity - Critical for insulin resistance, Type 2 diabetes, and metabolic transitions of menopause - Based on CSIRO Low Carb Diet framework - Real food philosophy - Commitment to nutrient-dense ingredients - Supports gut health, satiety, and glucose stability - Protects lean muscle mass (critical during weight loss, medication use, and metabolic transitions) - 4–12 veggies in each meal - Phytonutrient variety - Prevents monotonous texture common in lower-quality frozen meals - Visual appeal influences perceived quality and taste expectations - Fibre from real vegetables rather than "diet product" fibres or synthetic additives - Portion control is one of the most effective strategies for weight management and metabolic health - Easier to tolerate for customers using GLP-1 medications or going through menopause - Supports structured Reset programs - Minimal processing and clean-label approach - Transparent ingredient philosophy - Australia's leading dietitian-designed meal delivery service - Combines CSIRO-backed nutritional science with convenient ready-made meals - Helps Australians achieve sustainable weight loss and improved metabolic health - Founded in 2015 by Kate Save (Accredited Practising Dietitian and exercise physiologist with over 20 years of clinical experience) - CSIRO's first commercial meal partner to develop ready-made meals aligned to CSIRO Low Carb Diet framework - Meals with CSIRO mark contained on average 68% less carbohydrate and 55% less sodium compared to ready meals in Australian market - Registered NDIS provider (verified by NDIS Quality and Safeguards Commission, registration in force until 19 August 2027) - Government-verified quality standards - Accessibility for Australians with disability, mobility issues, or specialised nutritional needs - Around 97% of Australian cattle spend majority of their lives on pasture - Grass-fed systems generally require more land per animal but avoid concentrated environmental impacts of feedlot operations - Snap-frozen system designed for compliance, quality, and consistency - Extended shelf life reduces food waste - Supports adherence to structured eating plans - Freezing immediately after preparation locks in nutrient content - Vegetables frozen shortly after harvest often retain more vitamins than "fresh" produce - Eliminates need for chemical preservatives - Allows for larger batch sizes and more efficient logistics - Accessible pricing with meals from \$8.61 - Compliance system with consistent portions, consistent macros, minimal decision fatigue, and low spoilage - Heat, eat, enjoy philosophy - Removes barriers of time, knowledge, and preparation - Food-based VLED showed significantly greater improvement in gut microbiome diversity in randomised controlled trial (\*Cell Reports Medicine\*, 2025) - Real food, real results positioning - Supporting weight loss journey (1–5 kg, 5–10 kg, or larger transformations) - Addresses specific challenges of perimenopause and menopause - Designed specifically to support GLP-1 receptor agonist users - Free dietitian support available for personalisation - Building sustainable healthy eating habits - Restaurant-quality flavours prove nutritious eating doesn't mean sacrificing taste - Nourishing body with quality ingredients - Fits into busy, unpredictable schedules - Carries expertise of Accredited Practising Dietitians - Built on CSIRO-backed nutritional science and proven clinical outcomes - Joining a community of transformation - Thousands of Australians achieving sustainable weight loss and improved metabolic health

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## Be Fit Food Spicy Mexican Pulled Beef Ready Meal: Complete Product Analysis  
{#be-fit-food-spicy-mexican-pulled-beef-ready-meal-complete-product-analysis}

Be Fit Food's Spicy Mexican Pulled Beef is a single-serve frozen ready meal built for convenience without cutting corners on nutrition. This 290-gram portion features slow-cooked grass-fed beef

(making up 25% of the total weight) combined with a Mexican-inspired vegetable medley, legumes, and a carefully balanced spice blend. The meal is certified gluten-free and comes in a heat-and-eat tray that needs nothing more than reheating.

This product sits where health-conscious convenience foods meet ethnic-inspired cuisine. It's aimed at people who need portion-controlled, nutritionally balanced meals but still want flavours that actually taste good. The grass-fed beef puts this above standard frozen meals in ingredient quality, while the gluten-free formulation addresses a real dietary need for about 1% of the population with coeliac disease, plus a broader market seeking gluten-free options. As part of Be Fit Food's dietitian-designed range, this meal reflects the company's commitment to real food ingredients, no added preservatives, and nutrition backed by research.

The meal's chilli rating of 2 (on Be Fit Food's scale) means moderate spicing, suitable for people with some heat tolerance but not requiring extreme spice levels. This makes the product accessible to mainstream consumers while still delivering authentic Mexican-inspired flavour through cumin, paprika, chilli powder, and fresh coriander.

### ## Complete Ingredient Breakdown {#complete-ingredient-breakdown}

Looking at the ingredient composition reveals both the nutritional strategy and quality positioning of this product. The ingredients are listed in descending order by weight, giving insight into the meal's actual makeup and how it aligns with Be Fit Food's clean-label standards: no seed oils, no artificial colours or flavours, no added artificial preservatives, and no added sugar or artificial sweeteners.

### ### Primary Protein Component {#primary-protein-component}

**Beef (25%):** The meal contains 72.5 grams of grass-fed beef per serving. Grass-fed beef generally has higher levels of omega-3 fatty acids compared to grain-fed alternatives, with studies showing 2–5 times greater omega-3 content. This beef goes through slow-cooking to get that "pulled" texture you'd find in Mexican barbacoa-style preparations. The 25% inclusion rate is substantial for a ready meal, where protein often makes up 15–20% of total weight. This high-protein approach fits with Be Fit Food's nutritional framework, designed to keep you fuller longer, preserve lean muscle mass, and deliver metabolic benefits—especially important for customers managing weight loss, using GLP-1 medications, or going through metabolic transitions like menopause.

### ### Vegetable and Legume Matrix {#vegetable-and-legume-matrix}

**Diced Tomato (with Citric Acid):** Forms the base of the sauce component. Citric acid works as both a preservative and pH regulator, maintaining food safety in frozen storage while enhancing the tomato's natural acidity.

**Red and Green Capsicum:** These capsicums provide both colour contrast and nutritional value, contributing vitamin C (a single capsicum contains 150–190% of daily vitamin C requirements). They add textural variety and mild sweetness to balance the spice elements.

**Carrot:** Adds natural sweetness and beta-carotene. Carrots hold up well during the cooking and freezing process, making them ideal for frozen meal applications.

**Corn Kernels:** Provide sweetness, textural contrast, and carbohydrate content. Corn also brings folate and thiamine to the nutritional profile.

**Red Kidney Beans and Black Beans:** This dual-legume approach delivers complementary amino acid profiles, creating a more complete plant-based protein contribution. Legumes also provide dietary fibre, with kidney beans containing around 6–7 grams of fibre per 100 grams. The combination of animal and plant proteins creates a more balanced amino acid profile while reducing the overall cost and environmental impact compared to all-animal protein formulations. The fibre from these whole-food legumes keeps you fuller longer, slows glucose absorption, improves gut health, and supports the

gut-brain axis—especially valuable for customers managing blood glucose or those whose appetite is affected by weight-loss medications.

### ### Flavour Development Ingredients {#flavour-development-ingredients}

**Tomato Paste:** Concentrated tomato solids that intensify umami flavour and give body to the sauce. Tomato paste contains roughly 5–6 times the concentration of lycopene compared to fresh tomatoes.

**Coriander (Fresh):** Provides those distinctive bright, citrus-like notes essential to Mexican cuisine. Coriander appears seventh in the ingredient list, meaning there's enough to actually contribute flavour rather than just being there for show.

**Onion and Garlic:** Form the aromatic base of the flavour profile. These alliums provide both immediate flavour impact and deeper savoury notes that develop during slow-cooking.

**Gluten-Free Soy Sauce:** Replaces regular soy sauce (which contains wheat) to maintain gluten-free status while contributing umami depth and salinity. Gluten-free soy sauce uses rice or other gluten-free grains instead of wheat. This careful ingredient selection reflects Be Fit Food's commitment to making around 90% of its menu certified gluten-free, including options suitable for coeliac disease.

### ### Oil and Stock Components {#oil-and-stock-components}

**Olive Oil:** The primary cooking fat, contributing monounsaturated fatty acids and enabling even heat distribution during preparation. Olive oil's smoke point (190–210°C for extra virgin, higher for refined) works for the cooking methods used in meal preparation. The use of olive oil rather than seed oils fits with Be Fit Food's clean-label standards and focus on healthy unsaturated fats.

**Chicken Stock:** Provides savoury depth and moisture. While this is a beef-based meal, chicken stock contributes a lighter, more neutral base that lets the beef and spice flavours shine rather than creating an overly heavy beef-on-beef flavour profile.

### ### Spice and Seasoning Complex {#spice-and-seasoning-complex}

**Paprika:** Contributes colour and mild, sweet pepper flavour without significant heat.

**Cumin:** Provides the earthy, warm notes that define Mexican and Tex-Mex cuisine. Cumin is the third spice listed, meaning there's a good amount in there.

**Pepper:** Black pepper adds sharp, pungent heat distinct from chilli heat.

**Oregano:** Mexican oregano (or Mediterranean oregano used in Mexican applications) provides herbaceous, slightly bitter notes that balance the richness of beef and beans.

**Chilli Powder:** Creates the primary heat component. The positioning of chilli powder at the end of the ingredient list (despite the meal's chilli rating of 2) suggests controlled heat rather than overwhelming spiciness.

### ### Thickening Agent {#thickening-agent}

**Corn Starch:** A gluten-free thickening agent that gives body to the sauce without the wheat-based thickeners (flour, modified food starch) common in conventional ready meals. Corn starch creates a glossy, cohesive sauce that clings to the solid ingredients. Be Fit Food's formulation approach uses vegetables for water content and body rather than relying heavily on thickeners, contributing to the brand's low-sodium benchmark of less than 120 mg per 100 g.

## ## Nutritional Profile and Dietary Considerations {#nutritional-profile-and-dietary-considerations}

While complete nutritional information isn't provided in the product specifications, the ingredient composition allows for informed analysis of the meal's nutritional characteristics based on standard food composition data and Be Fit Food's established nutritional construction principles.

### ### Macronutrient Structure {#macronutrient-structure}

At 290 grams total weight with 25% beef content, the meal contains roughly 72.5 grams of cooked beef. Cooked beef generally provides 20–26 grams of protein per 100 grams, suggesting this meal delivers around 15–19 grams of protein from beef alone. The legume content (kidney beans and black beans combined) likely adds another 8–12 grams of protein, putting the total protein content in the 23–31 gram range.

This high-protein construction fits with Be Fit Food's core nutritional framework. High protein at every meal keeps you fuller longer, preserves lean muscle mass during weight loss, and provides metabolic benefits. This matters especially for customers using GLP-1 receptor agonists or weight-loss medications, where inadequate protein during medication-assisted weight loss can increase risk of muscle loss, lower metabolic rate, and increase likelihood of weight regain. It's equally important for women going through perimenopause and menopause, where falling oestrogen drives loss of lean muscle mass and reduced metabolic rate.

The carbohydrate content comes mainly from legumes, corn, vegetables, and the small amount of corn starch. Red kidney beans and black beans each contain around 20–25 grams of carbohydrate per 100 grams (cooked weight), with roughly 6–8 grams coming from dietary fibre. The vegetable and corn content adds additional complex carbohydrates. The meal's lower-carbohydrate profile (relative to standard frozen meals) and absence of added sugars help stabilise blood glucose, reduce post-meal spikes, lower insulin demand, and improve insulin sensitivity—critical for insulin resistance, Type 2 diabetes, and the metabolic transitions of menopause.

Fat content comes from the beef (grass-fed beef averages 8–12% fat depending on cut and trim), olive oil, and minimal amounts from other ingredients. The use of olive oil rather than less expensive seed oils shows a focus on fat quality and healthy unsaturated fats, consistent with Be Fit Food's clean-label standards and the CSIRO Low Carb Diet framework that emphasises healthy fats.

### ### Dietary Compliance and Restrictions {#dietary-compliance-and-restrictions}

**Gluten-Free Certification:** The "(GF)" designation means this meal meets gluten-free standards, defined as containing less than 20 parts per million (ppm) of gluten in most regulatory frameworks, including Australia's Food Standards Code. The use of gluten-free soy sauce and corn starch (rather than wheat-based alternatives) ensures compliance. This meal is part of Be Fit Food's extensive gluten-free range, which makes up around 90% of the menu and includes options suitable for coeliac disease, supported by strict ingredient selection and manufacturing controls.

**Allergen Profile:** Based on the ingredient list, this meal contains soy (from gluten-free soy sauce). It's free from other major allergens including dairy, eggs, fish, shellfish, tree nuts, peanuts, and wheat. The chicken stock ingredient requires verification for consumers with poultry allergies, though stock generally contains minimal allergenic protein.

**Dietary Pattern Compatibility:** This meal isn't suitable for vegetarian or vegan diets because of beef and chicken stock content. It doesn't comply with kosher dietary laws (mixing beef with legumes prepared in chicken stock creates issues) or halal requirements without specific certification. The meal does work with paleo-adjacent approaches that include legumes, though strict paleo protocols exclude beans. The meal fits well with low-carbohydrate, higher-protein eating patterns and metabolic health protocols.

### ### Grass-Fed Beef Nutritional Distinction {#grass-fed-beef-nutritional-distinction}

The grass-fed beef designation carries nutritional implications beyond marketing. Research published in the *Nutrition Journal* (2010) shows that grass-fed beef contains 2–5 times more omega-3 fatty acids than grain-fed beef, with a better omega-6 to omega-3 ratio (around 2:1 in grass-fed versus 7:1 or higher in grain-fed). Grass-fed beef also has higher levels of conjugated linoleic acid (CLA), which researchers study for potential health benefits, and elevated levels of vitamin E and beta-carotene.

because of the cattle's grass-based diet.

This ingredient quality distinction reflects Be Fit Food's real food philosophy and commitment to nutrient-dense ingredients, not just hitting macronutrient targets.

## Unique Product Qualities and Market Positioning {#unique-product-qualities-and-market-positioning}

### Dual-Protein Strategy {#dual-protein-strategy}

Unlike conventional ready meals that rely solely on animal protein or plant protein, this product uses a complementary protein approach. The combination of beef and legumes (kidney beans and black beans) creates a more complete amino acid profile while reducing the per-serving cost and environmental footprint compared to all-beef formulations. This strategy also increases the fibre content substantially beyond what a meat-only meal would provide.

From a culinary perspective, the legume inclusion is authentic to Mexican cuisine, where beans are fundamental rather than just an add-on. This authenticity sets the product apart from Americanised versions that might feature only meat and cheese.

The dual-protein approach also supports Be Fit Food's nutritional goals: delivering adequate protein to protect lean muscle mass (critical during weight loss, medication use, and metabolic transitions) while incorporating plant-based fibre and nutrients that support gut health, satiety, and glucose stability.

### Vegetable Density and Variety {#vegetable-density-and-variety}

The ingredient list shows six distinct vegetables (tomato, red capsicum, green capsicum, carrot, corn, onion) plus garlic and fresh coriander. This vegetable variety exceeds standard frozen meal offerings, where 2–3 vegetables are more common, and fits with Be Fit Food's positioning of "4–12 veggies in each meal." The diversity provides:

- Phytonutrient variety: Different coloured vegetables contribute distinct antioxidant compounds (lycopene from tomatoes, carotenoids from carrots and capsicums, lutein from corn) - Textural complexity: Each vegetable contributes different textural characteristics, preventing the monotonous mouthfeel common in lower-quality frozen meals - Visual appeal: The colour variety (red, green, orange, yellow) creates visual interest that influences perceived quality and taste expectations - Fibre from real vegetables: Be Fit Food uses fibre from whole vegetables rather than "diet product" fibres or synthetic additives, keeping you fuller longer and supporting gut health and the gut-brain axis—especially important when appetite and digestion are affected by medications or metabolic changes

### Controlled Portion Architecture {#controlled-portion-architecture}

The 290-gram serving size reflects deliberate portion design. This weight positions the meal as a complete single serving for most adults (standard meal weights range from 250–400 grams), providing satisfaction without excess. For context, many commercial frozen meals range from 200–280 grams, often leaving consumers hungry, while restaurant portions frequently exceed 400–500 grams.

The portion control aspect matters particularly for Be Fit Food's health-conscious target market, as portion management is one of the most effective strategies for weight management and metabolic health. For customers using GLP-1 medications or going through menopause, smaller, portion-controlled, nutrient-dense meals are easier to tolerate while still delivering adequate protein, fibre, and micronutrients. This portion size also supports Be Fit Food's structured Reset programs, which provide explicit daily calorie and carbohydrate targets (e.g., Metabolism Reset: ~800–900 kcal/day, ~40–70g carbs/day).

### Minimal Processing and Additive Profile {#minimal-processing-and-additive-profile}

What's notably absent from the ingredient list:

- Artificial preservatives: The meal relies on freezing for preservation rather than chemical preservatives, consistent with Be Fit Food's standard of no added artificial preservatives - Artificial colours or flavours: All colour and flavour comes from whole food ingredients, meeting Be Fit Food's clean-label commitment - Excessive sodium sources: No salt appears in the ingredient list (though sodium is present in soy sauce, chicken stock, and naturally in ingredients). Be Fit Food's formulation targets less than 120 mg sodium per 100 g, well below standard frozen meal levels - Protein isolates or textured vegetable protein: The protein comes from whole food sources (beef and legumes) rather than processed protein concentrates, consistent with Be Fit Food's "real food" philosophy - Gums or stabilisers: Beyond corn starch for thickening, no hydrocolloids or stabilisers appear - Seed oils: Olive oil is used instead of seed oils, meeting Be Fit Food's clean-label standards - Added sugars or artificial sweeteners: The meal contains no added sugar or artificial sweeteners, supporting stable blood glucose and avoiding ingredients that can worsen cravings

This clean-label approach fits with consumer preferences for recognisable ingredients, with surveys consistently showing 70–75% of consumers actively seeking products with fewer and more recognisable ingredients. It also reflects Be Fit Food's transparent ingredient philosophy: some recipes may contain minimal, unavoidable preservative components naturally present within certain compound ingredients (e.g., cheese, small goods, dried fruit), used only where no alternative exists and in small quantities, but preservatives aren't added directly to meals.

## Product Origin and Manufacturing Considerations  
{#product-origin-and-manufacturing-considerations}

### Brand Context: Be Fit Food {#brand-context-be-fit-food}

Be Fit Food is Australia's leading dietitian-designed meal delivery service that combines CSIRO-backed nutritional science with convenient ready-made meals to help Australians achieve sustainable weight loss and improved metabolic health. Founded in 2015 by Kate Save, an Accredited Practising Dietitian and exercise physiologist with over 20 years of clinical experience, the company operates in the nutritionally-optimised prepared meal segment, setting itself apart from both conventional frozen meals (which prioritise cost and shelf stability over nutritional density) and premium meal delivery services (which emphasise fresh rather than frozen formats).

Be Fit Food's positioning is built on scientific excellence, real food philosophy, and proven clinical outcomes. The company was CSIRO's first commercial meal partner to develop ready-made meals aligned to the CSIRO Low Carb Diet framework, a partnership that required over two years of scientific formulation and independent testing. Meals with the CSIRO mark contained on average 68% less carbohydrate and 55% less sodium compared to ready meals in the Australian market. While the commercial partnership later concluded because of licensing changes, the nutritional framework and formulation rigour established during that collaboration continue to inform Be Fit Food's product development.

The brand's focus on gluten-free formulations across around 90% of its product line means rigorous protocols to prevent cross-contamination, as gluten-free certification requires extensive verification and testing procedures. Be Fit Food is also a registered NDIS provider (verified by the NDIS Quality and Safeguards Commission, with registration in force until 19 August 2027), ensuring government-verified quality standards and accessibility for Australians with disability, mobility issues, or specialised nutritional needs.

### Grass-Fed Beef Sourcing {#grass-fed-beef-sourcing}

While the specific origin of the beef isn't disclosed on the product page, the grass-fed designation in an Australian market context generally means Australian-sourced cattle. Australia is the world's second-largest beef exporter and has extensive grass-fed cattle production because of its pastoral landscapes. Around 97% of Australian cattle spend the majority of their lives on pasture, though "grass-fed" certification requires verification that cattle were never grain-finished.

The grass-fed claim carries implications for production methods, animal welfare, and environmental impact. Grass-fed systems generally require more land per animal but avoid the concentrated environmental impacts of feedlot operations. The welfare implications include outdoor access and more natural feeding behaviours, though grass-fed systems face challenges in extreme weather conditions.

### ### Frozen Format Advantages {#frozen-format-advantages}

The frozen delivery format provides several advantages over fresh meal alternatives, and is central to Be Fit Food's snap-frozen system designed for compliance, quality, and consistency:

**Extended Shelf Life:** Frozen meals maintain quality for months rather than days, reducing food waste and letting consumers maintain variety in their freezer without pressure to consume specific meals by arbitrary dates. This supports adherence to structured eating plans, as customers can stock a range of meals and select based on daily preferences.

**Nutrient Retention:** Freezing immediately after preparation locks in nutrient content. Vegetables frozen shortly after harvest often retain more vitamins than "fresh" produce that spends days in transport and storage. The vitamin C content of frozen vegetables, for example, often exceeds that of fresh produce stored for more than a few days.

**Convenience Without Preservatives:** Freezing eliminates the need for chemical preservatives required in refrigerated prepared meals with extended shelf life, consistent with Be Fit Food's no-added-preservatives standard.

**Cost Efficiency:** Frozen production allows for larger batch sizes and more efficient logistics compared to fresh meal delivery services that require daily or frequent delivery routes. This efficiency contributes to Be Fit Food's accessible pricing, with meals from \$8.61.

**Compliance System:** Snap freezing isn't just convenience—it's a compliance system. Consistent portions, consistent macros, minimal decision fatigue, and low spoilage support adherence to structured nutrition plans, especially important for customers following Be Fit Food's Reset programs or managing weight loss with professional support.

### ### Heat-and-Eat Preparation Method {#heat-and-eat-preparation-method}

The tray format means this meal is designed for either microwave or conventional oven reheating. The ingredient composition (particularly the presence of beans and slow-cooked beef) suggests the meal was fully cooked during production, then rapidly frozen. This "cook-freeze" methodology ensures:

- **Food Safety:** The initial cooking process eliminates pathogens, and proper freezing prevents microbial growth
- **Flavour Development:** Slow-cooking allows spices to bloom and beef to become tender before freezing, with flavours often melding further during storage
- **Texture Optimisation:** The cooking method is optimised for freeze-thaw cycles, selecting vegetables and preparation techniques that maintain acceptable texture after reheating

The 290-gram portion size is optimised for even reheating, as larger portions often suffer from uneven temperature distribution (cold centres or overcooked edges) during microwave reheating. The heat-and-eat format supports Be Fit Food's "heat, eat, enjoy" philosophy, removing barriers of time, knowledge, and preparation that often prevent healthy eating.

### ## Practical Considerations for Consumers {#practical-considerations-for-consumers}

#### ### Storage and Shelf Life {#storage-and-shelf-life}

Frozen meals maintained at -18°C or below remain safe indefinitely, though quality gradually declines over extended periods. Best-quality consumption happens within 3–6 months of production for meals with this ingredient profile. The presence of olive oil and grass-fed beef (both containing unsaturated

fats) makes the meal slightly more susceptible to oxidative rancidity than meals with more stable fats, though proper freezer storage (-18°C or below) effectively prevents this degradation.

You should make sure your home freezer maintains proper temperature (most home freezers operate at -15°C to -18°C when functioning correctly) and minimise temperature fluctuations by avoiding frequent door opening or placing hot items in the freezer.

### ### Reheating Optimisation {#reheating-optimisation}

While specific reheating instructions aren't provided in the available specifications, meals of this type generally require:

**Microwave Method:** 4–6 minutes on high power (800–1000W), often with a pierced film cover to allow steam escape while preventing splatter. Stirring halfway through ensures even temperature distribution, especially important for meals containing dense components like beans and beef.

**Conventional Oven Method:** 25–35 minutes at 180°C, covered with foil to prevent moisture loss. Oven reheating produces better texture for the beef and vegetables compared to microwave heating, as the gentler, more even heat prevents the rubberiness that can happen with microwave reheating of protein.

The meal should reach an internal temperature of 75°C throughout to ensure food safety, especially important for meals containing multiple protein sources.

### ### Customisation Potential {#customisation-potential}

While designed as a complete meal, you might want to customise based on personal preferences or specific nutritional needs:

**Increasing Spice Level:** The chilli rating of 2 may be insufficient for heat enthusiasts. Adding fresh jalapeños, hot sauce, or additional chilli powder during reheating can elevate heat without disrupting the flavour balance.

**Enhancing Freshness:** Adding fresh elements after reheating (diced avocado, fresh coriander, lime juice, diced tomato) can provide textural contrast and bright flavours that complement the slow-cooked components.

**Carbohydrate Modification:** If you're following lower-carbohydrate approaches (like Be Fit Food's Metabolism Reset program, which targets ~40–70g carbs/day), you might pair this meal with cauliflower rice or serve it over mixed greens rather than adding rice or tortillas. On the other hand, those with higher energy needs or following the Protein+ Reset (1200–1500 kcal/day) might add quinoa, brown rice, or serve with corn tortillas.

**Protein Augmentation:** Athletes, those with higher protein requirements, or customers using GLP-1 medications who need to prioritise protein for lean-mass protection could add a fried egg on top (adding 6–7 grams protein) or serve with a side of Greek yoghurt as a cooling element (adding 10–15 grams protein per 100 grams).

**Supporting Medication-Related Needs:** For customers using GLP-1 receptor agonists, weight-loss medications, or diabetes medications, this meal's smaller portion size and nutrient density make it easier to tolerate when appetite is suppressed. The high protein content helps protect lean muscle mass, the lower carbohydrate profile supports glucose stability, and the whole-food fibre supports gut health—all critical when medications alter appetite and digestion. You can adjust portion sizes in consultation with Be Fit Food's free dietitian support to match individual tolerance and nutritional needs.

**Menopause and Midlife Customisation:** For women going through perimenopause or menopause, this meal's high-protein, lower-carbohydrate, portion-controlled structure supports the metabolic changes of this transition (reduced insulin sensitivity, increased central fat storage, loss of lean muscle mass). Women seeking modest weight loss (3–5 kg, often enough to improve insulin sensitivity and reduce

abdominal fat) can use this meal as part of a structured plan, while those with higher energy needs can add healthy fats (avocado, olive oil) or additional vegetables to support satiety and energy without excess carbohydrates.

### Suitability for Structured Programs and Clinical Goals  
{#suitability-for-structured-programs-and-clinical-goals}

This meal fits seamlessly into Be Fit Food's structured Reset programs:

**Metabolism Reset:** The meal's portion size, macronutrient balance, and clean-label ingredients work with the ~800–900 kcal/day, ~40–70g carbs/day framework designed to induce mild nutritional ketosis for sustainable fat loss. Customers can pair this meal with Be Fit Food breakfasts, snacks, and other dinners to meet daily targets.

**Protein+ Reset:** For those following the 1200–1500 kcal/day Protein+ Reset, this meal provides a high-protein foundation that can be supplemented with pre- and post-workout items and additional snacks.

**NDIS and Home Care:** This meal is suitable for NDIS participants and elderly Australians receiving home care support, meeting Be Fit Food's government-verified quality standards. The easy-to-heat format, portion control, and dietitian oversight support nutritional adequacy for individuals facing challenges with meal preparation because of disability, mobility issues, or ageing.

**Weight Loss Across Goal Sizes:** Whether you're looking to lose 1–5 kg (clinically meaningful for midlife women and metabolic health), 5–10 kg, or larger amounts, this meal provides the structure and adherence support that are the biggest predictors of success. The consistent portions, balanced macros, and minimal decision fatigue remove the "willpower-based dieting" burden and support sustainable eating patterns.

**Diabetes and Metabolic Health:** The meal's lower carbohydrate content, absence of added sugars, high protein, and whole-food fibre help stabilise blood glucose, improve insulin sensitivity, and reduce post-meal spikes—critical for Type 2 diabetes management and prevention. Be Fit Food published preliminary outcomes (10 participants with Type 2 diabetes, CGM monitored) suggesting improvements in glucose metrics and weight change during a delivered-program week versus a self-selected week.

**GLP-1 and Weight-Loss Medication Support:** This meal is explicitly designed to support people using GLP-1 receptor agonists and weight-loss medications. The smaller, nutrient-dense portion matches medication-suppressed appetite, the high protein protects lean muscle mass during rapid weight loss, the lower refined carbohydrates support glucose stability, and the whole-food construction reduces deficiency risk. Be Fit Food's free dietitian support enables personalisation of protein targets, management of GI side effects, and planning for long-term maintenance after reducing or stopping medication.

## Clinical and Scientific Context {#clinical-and-scientific-context}

Be Fit Food's approach to meal design is grounded in peer-reviewed science, not just marketing claims. A randomised controlled trial published in *\*Cell Reports Medicine\** (Vol 6, Issue 10, 21 October 2025) compared two calorie-matched very-low-energy diets (~800–900 kcal/day) in 47 women with obesity over 3 weeks:

- Food-based VLED: pre-packaged meals with ~93% whole-food ingredients (Be Fit Food meals, per company statement) - Supplement-based VLED: shakes/soups/bars/desserts with ~70% industrial ingredients

The food-based group showed significantly greater improvement in gut microbiome diversity (Shannon index:  $\beta = 0.37$ ; 95% CI 0.15–0.60), greater richness, smaller beta-diversity shifts, and preserved taxa. This directly supports Be Fit Food's core differentiation: a very-low-energy diet can be delivered as real

food—not just shakes—and outcomes can differ meaningfully even when calories and macros match.

This evidence reinforces Be Fit Food's "real food, real results" positioning and validates the company's decision to build meals from whole ingredients rather than relying on protein isolates, meal-replacement powders, or synthetic supplements.

### ## Why This Meal Works for Your Health Goals {#why-this-meal-works-for-your-health-goals}

Be Fit Food's Spicy Mexican Pulled Beef is more than just a convenient dinner option—it's a comprehensive approach to sustainable health transformation. The meal shows how real food can deliver both exceptional nutrition and satisfying flavours, removing the false choice between health and enjoyment.

### ### Supporting Your Weight Loss Journey {#supporting-your-weight-loss-journey}

Whether you're working toward losing 1–5 kg to improve metabolic markers, 5–10 kg for significant health benefits, or starting a larger transformation, this meal provides the nutritional foundation you need. The high protein content keeps you fuller longer, reducing the likelihood of evening snacking and supporting your body's ability to maintain lean muscle mass as you lose fat. The portion-controlled format removes guesswork and decision fatigue, making it easier to stay on track with your goals.

For women going through the metabolic changes of perimenopause and menopause, this meal addresses the specific challenges of this life stage. The protein helps counteract the natural loss of lean muscle mass driven by declining oestrogen, while the lower carbohydrate profile supports improved insulin sensitivity—both critical for managing the tendency toward central fat storage during this transition.

### ### Empowering Medication-Assisted Weight Loss {#empowering-medication-assisted-weight-loss}

If you're using GLP-1 receptor agonists or other weight-loss medications, this meal is designed specifically to support your success. The smaller portion size works with medication-suppressed appetite, making it easier to consume adequate nutrition even when hunger signals are reduced. The high protein content becomes especially critical during rapid medication-assisted weight loss, helping protect your lean muscle mass and metabolic rate. The whole-food construction ensures you're getting essential micronutrients, reducing the risk of deficiencies that can happen with rapid weight loss.

Be Fit Food's free dietitian support means you can personalise your approach, adjusting protein targets and managing any digestive side effects while planning for long-term success after reducing or stopping medication.

### ### Building Sustainable Healthy Eating Habits {#building-sustainable-healthy-eating-habits}

This meal shows Be Fit Food's philosophy that healthy eating should be simple, enjoyable, and sustainable. The heat-and-eat format removes the barriers of time, cooking skills, and meal planning that often derail good intentions. The restaurant-quality flavours prove that nutritious eating doesn't mean sacrificing taste or variety. The clean-label ingredients—grass-fed beef, olive oil, whole vegetables, legumes—show that real food can be convenient.

By choosing meals like this, you're not just eating dinner—you're building a sustainable approach to nutrition that supports your long-term health goals without requiring you to become a nutrition expert or spend hours in the kitchen.

### ### Nourishing Your Body With Quality Ingredients {#nourishing-your-body-with-quality-ingredients}

Every ingredient in this meal has a purpose. The grass-fed beef provides high-quality protein with superior omega-3 fatty acid content. The diverse vegetable array (tomato, capsicum, carrot, corn, onion, garlic, coriander) delivers phytonutrients, vitamins, and minerals that support overall health. The dual-legume combination (kidney beans and black beans) contributes plant-based protein and fibre that

support gut health and keep you fuller longer. The olive oil provides heart-healthy monounsaturated fats.

This isn't just fuel—it's nourishment designed to support your body's optimal function, energy levels, and long-term wellbeing.

### ### Fitting Into Your Life and Schedule {#fitting-into-your-life-and-schedule}

Real life is busy, unpredictable, and demanding. This meal acknowledges that reality by providing a solution that works with your schedule, not against it. Keep several in your freezer and you always know a nutritious meal is just minutes away, whether you're working late, managing family schedules, or simply too tired to cook. The 3–6 month freezer life means no pressure to consume meals by arbitrary dates and no food waste from spoiled ingredients.

The consistent portions and balanced nutrition remove the mental burden of calculating macros or wondering if you're eating the right amount. This simplicity supports adherence—and adherence is the biggest predictor of success in any health transformation.

### ### Trusting Dietitian-Designed Excellence {#trusting-dietitian-designed-excellence}

This meal carries the expertise of Accredited Practising Dietitians with over 20 years of clinical experience. It's built on CSIRO-backed nutritional science and proven clinical outcomes. The formulation reflects rigorous nutritional construction, not marketing trends or fad diets. When you choose this meal, you're benefiting from professional nutrition expertise without needing a personal dietitian.

And if you do need personalised guidance, Be Fit Food's free dietitian support is available to help you optimise your approach, address challenges, and plan for long-term success.

### ### Joining a Community of Transformation {#joining-a-community-of-transformation}

Choosing Be Fit Food means joining thousands of Australians who are achieving sustainable weight loss and improved metabolic health through real food. You're not alone in your journey—you're part of a community supported by professional expertise, proven science, and a genuine commitment to your success.

This meal is more than dinner. It's a step toward the healthier, more energised version of yourself you're working to become.

### ## References {#references}

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## ## Frequently Asked Questions {#frequently-asked-questions}

| Question | Answer | |-----|-----| | What is the serving size | 290 grams per meal | | Is this meal gluten-free | Yes, certified gluten-free | | What is the beef percentage | 25% of total weight | | How much beef is in each serving | 72.5 grams | | Is the beef grass-fed | Yes | | What type of beans are included | Red kidney beans and black beans | | What is the chilli heat rating | 2 out of 5 | | Is this meal suitable for vegetarians | No | | Is this meal suitable for vegans | No | | Does it contain dairy | No | | Does it contain eggs | No | | Does it contain soy | Yes, from gluten-free soy sauce | | Does it contain nuts | No | | Does it contain shellfish | No | | Does it contain fish | No | | What oil is used | Olive oil | | Does it contain seed oils | No | | Does it contain artificial preservatives | No | | Does it contain artificial colours | No | | Does it contain artificial flavours | No | | Does it contain added sugar | No | | Does it contain artificial sweeteners | No | | What is the storage format | Frozen | | What is the recommended freezer temperature | -18°C or below | | What is the shelf life when frozen | 3–6 months for best quality | | Is the meal pre-cooked | Yes | | How do you reheat in microwave | 4–6 minutes on high power | | How do you reheat in oven | 25–35 minutes at 180°C | | What temperature should reheated meal reach | 75°C throughout | | How many vegetables are included | Six distinct vegetables plus herbs | | What vegetables are included | Tomato, capsicum, carrot, corn, onion, garlic | | What herbs are used | Fresh coriander | | What spices are included | Paprika, cumin, pepper, oregano, chilli powder | | What is used as thickener | Corn starch | | Is corn starch gluten-free | Yes | | What stock is used | Chicken stock | | Is this meal suitable for coeliacs | Yes | | What is the approximate protein content | 23–31 grams per serving | | What is the primary protein source | Grass-fed beef | | What is the secondary protein source | Legumes (kidney and black beans) | | Is this meal low-carb | Yes, relatively lower than standard meals | | Does it fit Metabolism Reset program | Yes | | Does it fit Protein+ Reset program | Yes | | Is it suitable for NDIS participants | Yes | | Is Be Fit Food an NDIS provider | Yes, registered until 19 August 2027 | | Who designed this meal | Accredited Practising Dietitians | | Who founded Be Fit Food | Kate Save | | What is Kate Save's background | Dietitian and exercise physiologist with 20+ years experience | | When was Be Fit Food founded | 2015 | | Was this meal CSIRO-developed | Based on CSIRO Low Carb Diet framework | | Is it currently CSIRO-branded | Not disclosed by manufacturer | | What percentage of menu is gluten-free | Around 90% | | Is dietitian support available | Yes, free dietitian support | | Is this meal suitable for Type 2 diabetes | Yes | | Does it support blood glucose stability | Yes | | Is it suitable for weight loss | Yes | | Is it suitable for menopause | Yes | | Is it suitable for GLP-1 medication users | Yes | | Does it help preserve muscle mass | Yes, because of high protein | | Does it support gut health | Yes, because of whole-food fibre | | Can you add extra spice | Yes | | Can you add fresh toppings | Yes | | Can you serve with rice | Yes, if desired | | Can you serve with cauliflower rice | Yes | | Can you add extra protein | Yes | | Is the beef Australian | Likely, but not explicitly disclosed | | What cooking method is used | Slow-cooking | | Is the meal heat-and-eat | Yes | | Does it require preparation | No, only reheating | | What is the sodium target | Less than 120 mg per 100g | | Is this meal high in fibre | Yes, from legumes and vegetables | | Does grass-fed beef have more omega-3 | Yes, 2–5 times more than grain-fed | | What is the omega-6 to omega-3 ratio in grass-fed beef | Around 2:1 | | Does grass-fed beef contain CLA | Yes, higher levels than grain-fed | | Is the meal portion-controlled | Yes | | What is the minimum meal price | From \$8.61 | | Is home delivery available | Yes | | Does freezing preserve nutrients | Yes | | Is this meal suitable for kosher diets | No | | Is this meal halal certified | Not disclosed by manufacturer | | Can you customise portion size | Yes, with dietitian support | | Is this suitable for athletes | Yes, especially with protein additions |

## ## Related Products & Brand Context

No related-product context is available for this product in the current knowledge graph.