



J.D. Drew Loves Living Fuel

K.C. Craichy – Hello, I'm K.C. Craichy, Founder and CEO of Living Fuel and have with us today J.D. Drew. Welcome, J.D.

J.D. Drew – Thank you, brother.

K.C. Craichy – J.D. Drew is right fielder for the Boston Red Sox. Having a great year, heading towards another playoff year.

J.D. Drew – Yes, if everything goes well it will be perfect. You know, a half game out of first, so looking forward to finishing up and finishing strong.

K.C. Craichy – Terrific! You know, J.D., I've tried to think about how long we've known each other now and it seems like four or five years.

J.D. Drew – Yes, I think the first year was 2004, got in contact with you guys when I was with Atlanta [Braves], so it's been quite a while now.

K.C. Craichy – It has been, it's been great, been great. So, you are now a model user, in my view, of Living Fuel because you have a career that requires you to day in and day out tear yourself down, just work hard all the time, so recovery is key. I think the audience would be very interested to know how you use the Fuel. If I remember right, you use the SuperBerry Ultimate, the SuperGreens, the Living Protein.

J.D. Drew – Well, it seems like you guys are always coming out with something different. The Ultimate started a couple of years ago I guess.

K.C. Craichy – Yes.

J.D. Drew – Big key for me is upkeep, maintenance. When you play 162 games basically with two days off a month over an eight-month period. Well, I say eight months. You've got six months of full baseball, then you have spring training that lasts six weeks, so overall about 200 games. Yes, I wake up every morning, throw together an Ultimate and Greens, scoop of each, and some apple juice and water, and I think that's been my whole thing. My kids, on the other hand, like for me to throw it in the blender and grind it up. If I'm drinking it, they're drinking it, so it's been great for our family.

K.C. Craichy – Terrific, terrific! And what does it mean to you as an athlete? What can you tell, what difference can you tell?

J.D. Drew – The big difference was seeking you guys out when I was in Atlanta in '04. I was looking for something that gave me the energy level that I needed and advantage to, you know, not feeling the lightheadedness before the game, you know, just that pick-me-up kind of deal without using all the sugar and things. So, I started searching things on the Internet, looking for things, and ran into you guys' website, and that's been the big key is just that energy level that's flatlined it enough that I don't feel like I'm just bouncing off the walls, but I sustain performance over a three to three-and-a-half hour period of time. It also helps me recover when I sleep good at night, body doesn't feel like it breaks down. The big key is, you know, a lot of sports teams are using whey proteins and things that always felt bloated on the field, it just didn't feel like my body was adapting to that stuff very well, so I was looking for something that was real; fruits and vegetables and I could survive on it.

K.C. Craichy – So, how do you incorporate CocoChia Bars into all that?

J.D. Drew – CocoChia is one of those things where, you know, there's always that need for pick-me-up during the day at the field. I've got a stash thrown in my locker and I just reach up there and grab one of those instead of going in there and finding a Snickers Bar or a pack of Oreos, you know, that's been the big key. We have a lot of down time in baseball before the game. We have our workouts starting around 4 o'clock on the field, so we get there anytime between 2 and 2:30. So, there's plenty of time to look around for food and junk and things like that. So, I think the big key for us is when you realize you're going to have to keep your body in shape for an extended period of time to play at this level. You know this is my 11th year; it's been one of those things where it would be very easy to take advantage of all the junk food lying around the clubhouse and eat a certain way. I felt like in '04 I was heading in the wrong direction and needed to make a change and that's when Living Fuel kind of filled in and filled in a void for me.

K.C. Craichy – That's terrific! I know you use the SuperEssentials Omega, too. How does that help?

J.D. Drew – I think essentially that's been one of the biggest keys for me because of all the anti-inflammatories that are handed out freely in baseball with the wear and tear on your body. Those things [SuperEssentials Omega] have seemed to lube my joints and keep me in a position where I don't feel like I need anti-inflammatory drugs to keep me going.

K.C. Craichy – Terrific! Well, J.D., we appreciate your coming today and talking about your protocol because you're definitely an example of fit.

J.D. Drew – It's been great! I appreciate what you guys do because it helps me stay out there on the field every day.

K.C. Craichy – It's our pleasure. God bless you!

[K.C. and J.D. shake hands]

K.C. Craichy – [Looks at camera] We wish you an awesome day and here's to your super health!