



WHY LUCKY'S TASTE SO GOOD

LUCKY'S JOB 1 = GREAT TASTE!

**Great Food Nourishes the body, the mind and the soul!
It provides life and the reason to live!**

Lucky's Foundation is Great Beef

Cows have the unique ability to capture and absorb the micronutrients from the plants of the pasture and convert it to animal protein to nourish our human lives. The Wagyu-Angus breed has the unique ability to produce more Omega fatty acids than other breeds and disperse these benefits throughout their muscle structure for our benefit and enjoyment.



WHAT 100% ALL NATURAL MEANS TO US



ALL
NATURAL



MINIMALLY
PROCESSED



VEGETARIAN
DIET



NO
ANTIBIOTICS

Noble Ingredients such as Gulf Shrimp, and Local Fish capture rich aqua micro nutrients through their diet converting to marine based proteins as well.

The plant world provides so many wonderful nutrients to enhance our lives. Vegetable rich in Carotenoids, Flavonoids, Polyphenols and Catechins are essential to the health of our microbiome and so many of our active body functions.

Noble grains such as basmati rice and protein rich lentils are combined to achieve a complete plant based 20 amino acid protein. Culinary techniques cook the grains to make complex carbs for better nutrition and blood sugar control, while reducing those pesky lectins (see below,,link)

The Botanical plant world has a lot to contribute with tasty spices that deliver rich flavonoid polyphenols to elevate the flavor of the dish and nourish your body. Turmeric, Ginger, Chiles, Black Pepper, Cumin, Coriander and many, many more make up our Lucky Spice Blends laced through all our dishes.



Don't forget healthy fats that also fuel our bodies. Omega rich Wagyu Golden Culinary Oils are in our great candles, pretty to look at and tasty for dipping our bread. A2 Cow Butter with micronutrients, MCT rich Coconut Oil, and of course Polyphenol rich Olive Oil round our Lucky's Pantry.

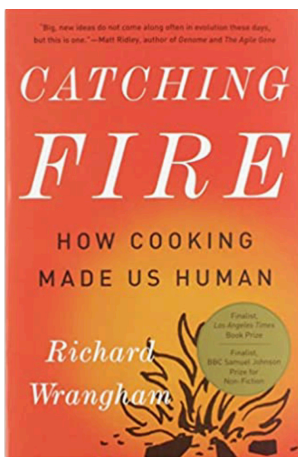


Sip Soar Restore with Lucky's Twisted Classic Cocktails that are enhanced with botanical enriched restorative syrups for taste and nutrient delivery in your now guilt free - good for you cocktail!



WHY FIRE.....

In "Catching Fire" by Richard Wrangham, Fire is presented as kindling the evolution of the modern human by breaking down protein and other nutrients to make them more bioavailable to our digestive system. It radically decreased the time our ancestors spent on collecting, chewing and digesting food for nutrients to survive.



The groundbreaking theory of how fire and food drove the evolution of modern humans

Ever since Darwin and *The Descent of Man*, the evolution and world-wide dispersal of humans has been attributed to our intelligence and adaptability. But in *Catching Fire*, renowned primatologist Richard Wrangham presents a startling alternative: our evolutionary success is the result of cooking. In a groundbreaking theory of our origins, Wrangham shows that the shift from raw to cooked foods was the key factor in human evolution. Once our hominid ancestors began cooking their food, the human digestive tract shrank and the brain grew. Time once spent chewing tough raw food could be used instead to hunt and to tend camp. Cooking became the basis for pair bonding and marriage, created the household, and even led to a sexual division of labor. In short, once our ancestors adapted to using fire, humanity began. Tracing the contemporary implications of our ancestors' diets, *Catching Fire* sheds new light on how we came to be the social, intelligent, and sexual species we are today. A pathbreaking new theory of human evolution, *Catching Fire* will provoke controversy and fascinate anyone interested in our ancient origins-or in our modern eating habits.

Yes, raw food has more nutrients than cooked food BUT most raw nutrients are less or not even nutritional available without cooking. For instance it is absolutely necessary to cook Carotenoids such as carrots, tomatoes, peppers, corn as the only way to make their nutrients BIOAVAILABLE to your body.

WHY SMOKE...

Smoke led us to the fire that transformed us as a species. Smoke is excitement and when we catch it we can transform it into delicious flavor. LIVE SMOKED Wagyu Beef Short Ribs captures being inside the smoker while enabling you to dig right in. LIVE SMOKED Twisted Cocktails takes you right inside the fire charred barrel that has tamed wild liquor spirits into delicious. Marshmallows on fire atop the Twisted Smores takes us back to our childhood campfire fun. Smoke goes hand in hand with Fire, harnessing the flavor and nourishing benefits of delicious natural foods.



HOLY TRANSFORMATION..

In the beginning, first comes the cure, the secret blend of Lucky's Famous Red Spices with all the fixings that takes the wonderful Wagyu Beef to the next world of flavor sensation that everyone loves. Originating in the Fertile Crescent in the beginning of history the spices complete the protein structure thus preserving flavor, texture, color, and nutrition.

Second comes the low and slow wood smoke. The Wagyu cured cuts are hung to expose all surfaces to the subtle scent of the flavorful smoke, for hours and hours, gently merging the rich flavors of the Red Spice Cure surrounded by wisps of Apple and Hickory Smoke.

Third, the Slow & Low cooking for 12 to 24 Hours achieve the rich Umami Flavor and Silky Fork Tenderness. Then and only then, it is ready for Lucky's Classic & Innovative food creations.



This HOLY TRANSFORMATION is a journey of Tender Love. From Harvest to Aging to Red Spice Curing to Hickory Smoking to Low & Slow Cooking only takes about 60 days!

ADD VIDEO OF LIVE SMOKING IN PARCHMENT BAG...MAYBE COCKTAIL TOO

See more at <http://luckysfiresmoke.com/>. Also <https://luckyslafayette.com/gallery/>

WHY DOES LUCKY'S COOK SO LOW (TEMPERATURE) AND SLOW?

The "low and slow cooking temperatures", lower than the temperature in a smoldering fire, melt the Omega rich amino acid marbling and natural connective tissues to delicious sweet silky texture. This "low and slow" is not hot enough to drive out the natural juiciness, thus preserving the incredible aged Wagyu flavor and texture. "Low and slow" also delivers more flavor and better texture while breaking down the proteins for more absorption and better nutritional delivery to our body.

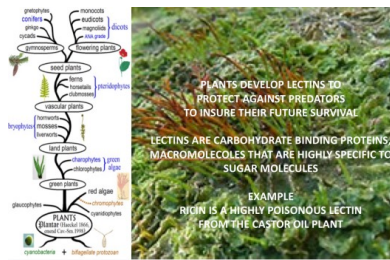
LUCKY'S GREAT TASTE DELIVER SUPERIOR NUTRITION
More Protein & Fiber, Lower Complex Carbs
WITHOUT - No Wheat, No Gluten, No Soy, Low Lectines

NONE OF THE BAD STUFF!!

The Troublesome Gluten, Wheat, Soy & Lectins.....

Yes, Lucky's menu is completely composed of Gluten Free Ingredients. Our Super Buns reflect our goal to create "better for you foods " with higher proteins, good fats and lower carbs, all without gluten. We do not have wheat, soy or pork of any type in our kitchen.

As you know gluten is only one protein in a huge family of proteins called lectins. Some lectins are severely poisonous while others are less troublesome to consume. We try to eliminate or minimize these other sources of lectins on the menu as well. It is generally believed that celiac disease could also be stimulated by other lectins not solely gluten.



<http://luckysfiresmoke.com/gluten-lectins>

Phytic acid is considered an antinutrient because it impairs mineral absorption. Phytic acid prevents the absorption of iron, zinc, and calcium and may promote mineral deficiencies. Phytic acid is mainly found in grains, nuts, and seeds. Foods high in phytic acid include cereals, legumes, and certain vegetables.

Sweet Protein Breads and Buns (Dough Products)

Lucky loves bread and everything made from dough but wheat flour is not so good for you. Not so long ago Congress enacted the flour enrichment legislation in War Food Order of 1943 to add essential nutrients stripped during processes and naturally absent from wheat flour, to offset deficiency disease syndrome and insure better available nutrition to our population. (See foot note below)

The little Wheat Protein in bread only converts 25% of its protein into your system compared to Whey Protein conversion of 100% into bioavailable nutrients to you.

Lucky's approach is start with noble seed flours (no wheat no soy no gluten) with cleaner carbohydrates and fiber combined with rich sweet digestible proteins such as wholesome natural milk protein which converts 95% to your system that we use to make our Lucky's Sweet Protein buns and breads. With more protein and fibers, there are less carbohydrates in these delicious breads, buns, rolls and pastries.

The Bread we Love that Loves Us Back



LOTS OF THE OTHER GOOD STUFF FROM THE PLANT WORLD..

Carotenoids are a class or more than 750 naturally occurring plant pigments that the results of observational studies suggest that diets high in carotenoid- vegetable and fruits are associated with reduced risks of cardiovascular disease and some cancers,

They are best absorbed with fat in a meal. Chopping, pureeing and cooking carotenoid containing vegetables in oil generally increase the bioavailability of the carotenoids they contain.

Flavonoids are various compounds found naturally in many fruits and vegetables. They're also in plant products like wine, tea, and chocolate. There are six different types of flavonoids found in food, and each kind is broken down by your body in a different way. Flavonoids are rich in antioxidant activity and can help your body ward off everyday toxins. Including more flavonoids in your diet is a great way to help your body stay healthy and potentially decrease your risk of some chronic health conditions.

Catechins are a class of flavonoids – plant-based chemicals that help protect plants from environmental toxins, repair damage, and give certain foods, such as **wine**, tea and chocolate, their color and taste. They've also been found to have powerful antioxidant effects in people.

SUPERIOR COOKING TECHNIQUE TO DEVELOP NUTRITION - EXECUTED BY LUCKY'S CULINARY ARTIST TEAM

Complex Carbs are created by advanced culinary techniques that convert simple blood sugar spiking carbs into slow burning microbiome friendly complex carbs. Complex carbs are the best fuel for our life as a journey not simple carbs that give us a short sprint to the end.

Pressure Cooking is very effective to break down those pesky lectins. Lectins are those plant based human pesticides that can kill us directly, but in our common diet kill us slowly by destroying our gut body friends that make up our microbiome.

Lucky's Chicken - Poultry Curing and Butter Poaching Technique
** oil vs water based thermal capacity and energy transfer

The thermal energy to cook food travels with less thermal capacity through fats than through liquids. This culinary technique works very efficiently at lower temperature to cook food for our nutrient benefit. This lower energy-lower temperature range drive out less moisture from the foods maintaining better textures, juiciness and or course nutrients.

A broad range of progressive culinary techniques, expand the taste and nutritional benefits of the vegetable world. Lucky's chases fresh and deep rich flavors from our friends in the plant world so you can love your vegetables as much as you love proteins.

At Lucky's we love bread, so our approach is to start with the best noble seed flours that have more flavor, more protein and cleaner carbohydrates to make our Lucky's Sweet Protein rolls and buns. Yes they have bigger flavor and a rich texture because they are packed with better for you nutrients.

Lucky's doesn't use wheat flour because unless it is enriched, it really has very little nutritional value, too many carbs and not so good for you gluten.

(Without enrichment the flour is unsuitable for human consumption)

NOTES:

<https://www.ncbi.nlm.nih.gov/books/NBK208880/>

In the 1930s and 1940s specific deficiency disease syndromes were first identified and documented in the United States (Foltz et al., 1944; McLester, 1939; Williams et al., 1943). Based on this new science, in 1940 the Committee on Food and Nutrition (now the Food and Nutrition Board [FNB]) recommended the addition of thiamin, niacin, riboflavin, and iron to flour (NRC, 1974). About that time FDA first established a standard of identity for enriched flour that identified specific nutrients and amounts required for addition to any flour labeled as "enriched" in order to improve the nutritional status of the population (FDA, 1941). The approach of using a standard of identity, which establishes the specific type and level of fortification required for particular staple food to be labeled as enriched, has remained a key aspect of fortification regulations and policy in the United States. These standards have been amended over the years, but they continue as the basis for the addition of thiamin, niacin, riboflavin, folic acid, and iron to enriched flour, with the addition of calcium as optional.

Concurrent with these activities, the nutritional status of Americans was being questioned as a result of the poor nutritional status of young men enlisting for service during World War II. These concerns led to the National Nutrition Conference for Defense in May 1941, convened by President Roosevelt. An outcome of this conference was the recommendation for flour and bread enrichment using the existing standards developed by FDA (Quick and Murphy, 1982).

Although the original FDA standard was not amended to include bread for several years, the enrichment of bread began in 1941 as a result of discussions among FNB, AMA, FDA, and the American Bakers Association. The voluntary cooperation of bakery-associated industries led to 75 percent of the white bread in the United States being fortified by the middle of 1942 (Quick and Murphy 1982). The first War Food Order, enacted in 1943, stated that all flour sold for interstate commerce would be enriched according to FDA standards.

(Schaafsma, 2000). [Table 1](#) provides a measure of the quantity of various proteins using these protein rating scales.

Table 1.

Protein quality rankings.

Protein Type	Protein Efficiency Ratio	Biological Value	Net Protein Utilization	Protein Digestibility Corrected Amino Acid Score
Beef	2.9	80	73	0.92
Black Beans	0		0	0.75
Casein	2.5	77	76	1.00
Egg	3.9	100	94	1.00
Milk	2.5	91	82	1.00
Peanuts	1.8			0.52
Soy protein	2.2	74	61	1.00
Wheat gluten	0.8	64	67	0.25
Whey protein	3.2	104	92	1.00

[Open in a separate window](#)

Adapted from: U.S Dairy Export Council, Reference Manual for U.S. Whey Products 2nd Edition, 1999 and Sarwar, 1997.

Read more at <https://www.healthline.com/health/what-are-flavonoids-everything-you-need-to-know>