

Six Simple Nutrition Lessons For Youth Soccer Players



Chobani[®]

A Letter To The Coach

Hey, coach!

You're training the next generation of soccer players.

Helping them do something extraordinary.

Every practice, every game.

Running. Jumping. Thinking fast.

Bodies can do that because of what we feed them.

At Chobani, we believe it starts with good food.

It sounds so simple because it is.

But knowing how good food feeds your best—
really knowing—that changes the game.

What's on your players' plate shows up on the pitch.

Good food has great power.



Six Lessons

Lesson 01



Eat For Energy

Lesson 02



Build Strong Muscles



Lesson 03

Hydration Wins Games

Lesson 04

Before The Game



Lesson 05

Post-Game Recovery

Lesson 06

Everyday Champions



Eat For Energy



For the spark that starts the play.



Key Idea

Nutritious food helps you run, think, and play your best.



Say This

“What’s on your plate shows up on the pitch.”



What The Science Says

Simple, consistent eating supports energy, focus, and endurance in young soccer players.



Ask This

“What did you eat before practice today?”



When to Eat

Mini Meal or Hearty Snack

2-3 HOURS BEFORE

Rice + beans, sandwich + fruit, tortilla + chicken, pasta + meat sauce

Small Carb Snack

30-60 MIN BEFORE

Banana, granola bar, toast + peanut butter, Greek yogurt, masa cakes

Carb + Protein Snack

RIGHT AFTER

Chocolate milk, Greek yogurt + fruit, rice + beans



Teach This

Grains power your game

Bread, rice, pasta, and tortillas provide fast energy for fast players.

Fruits and veggies keep you in the game

with the vitamins and minerals that keep you going all the way to final whistle.

Protein builds muscles that win headers

from eggs, beans, chicken, and Greek yogurt.

Dairy makes bones tough enough for tackles

Strong bones need calcium! Milk, Greek yogurt and cheese are all good sources.



Coach Tip

All fruits and veggies— fresh, frozen, even canned— count in a balanced diet.



Why Greek Yogurt?

Energy That Lasts

Chobani® Greek Yogurt is an excellent source of protein.

Pair it with fruit before practice for energy that lasts from kick off to the final whistle



Build Strong Muscles

Protein! For growing stronger over time.



Key Idea

Protein helps muscles recover and grow.



Say This

“After practice, your body rebuilds.”
“Protein helps it come back stronger.”



What The Science Says

Protein helps repair and rebuild muscle after a game, especially when paired with carbohydrates.



Ask This

“What protein-rich foods do you like?”



Teach This

Protein comes from many places

Animals: chicken, turkey, fish, eggs, milk, Greek yogurt.
Plants: beans, lentils, peanut butter, tofu.

Dream Team

Protein repairs muscles.
Carbs restock the energy your legs burn.
Together they're unstoppable.

Pair Up

Greek yogurt + fruit
Eggs + potatoes
Tortilla + beans



Right After The Game

Protein—Repairs

Chicken, beans, eggs, Greek yogurt, peanut butter, tofu, fish.

+ Carbs—Restock

Fruit, rice, bread, tortillas, oats, potatoes.

= Together, Right After

Chocolate milk,
Greek yogurt + fruit, rice + beans,
turkey sandwich.



Coach Tip

Protein naturally comes from some of the earth's oldest sources—beans, eggs, and Greek yogurt are affordable, nutrient-packed options.



Why Greek Yogurt?

Muscles Need Protein

Chobani® Greek Yogurt is a complete protein—with all nine essential amino acids your body can't make on its own. The building blocks that help muscles grow and recover after a game.



Hydration Wins Games

Players who hydrate win games.



Key Idea

Water helps you stay focused, fast, and cool during play.



Say This

“Drink water regularly to stay ahead of the game—and your thirst.”



What The Science Says

Water helps you play your best. Even a little dehydration can make it harder to focus, feel good, and play well.



Ask This

“Who brought a water bottle today?”



Teach This

Your body is like a bucket filled with water

More than half your body is water!
Every sprint, every bead of sweat empties it.

Players who win in the second half sip water in the first

Small and steady beats all at once.

Water first, always

Sports drinks taste good.
Sip them if after 60+ minutes of play on hot days where you sweat more.
For all practices and games—and every day—water is what you need to hydrate.



When to Drink

Before The Game

1–2 cups with pre-game meal.
Show up with your bucket full.

During + Halftime

Sip at every break.
Don't wait until thirsty.

After The Game

Keep sipping until urine is light yellow.



Coach Tip

Access to nutritious foods is a challenge your players may face off the field.
Share low-cost ideas for building balanced meals.



Why Greek Yogurt?

Milk is hydrating!

Because of its high water content, plus protein, carbs, and electrolytes that help slow absorption and hold water in our cells. Chobani® Greek Yogurt drinks provide the same great nutrition in a convenient bottle.



Before The Game

For starting strong, not catching up.



Key Idea

Eating before games helps you play from the first whistle.



Say This

“Eat well so you can start strong—not catch up later.”



What The Science Says

Carbohydrates before the game help maintain energy levels and delay fatigue.



Ask This

“What are you eating before a big game?”



Teach This

The game starts hours before kick off

Start ready, stay steady.

Eat larger meals earlier in the day.

Have easy to digest, familiar foods

- A Banana
- A slice of toast
- Crackers
- Applesauce
- Greek yogurt

Avoid fried foods before the game

Heavy meals or fried foods can slow you down.



When to Eat

A Small Meal 2-3 HOURS BEFORE

Pasta, rice + beans, sandwich + fruit, oatmeal.
Drink water.

A Small Snack 30-60 MIN BEFORE

Banana, toast, crackers, applesauce,
Greek yogurt. Easy to digest.

Just Water RIGHT AT KICK-OFF

The energy is stored.

Trust what you put in earlier.



Coach Tip

Everything has a time and place. Pizza and fries are not “bad” foods. They are just better saved for post-game celebrations.



Why Greek Yogurt?

Easy to Digest. Strong Enough to Last.

Chobani® Greek Yogurt is a perfect pre-game snack. Naturally less than 5% lactose.

And an excellent source of protein to keep energy steady with nothing heavy to slow you down.



Post-Game Recovery



For coming back stronger, again and again.



Key Idea

Eating well before games helps you play better from first to last whistle.



Say This

“What you eat after a game helps you be ready for the next one.”



What The Science Says

Eating carbs and protein right after a game helps your muscles recover and refills your energy.



Ask This

“What do you eat after games?”



When to Eat

Right After

The body absorbs everything best within 30–60 minutes of the whistle. Even a small snack counts.

What To Reach For

Carbs + protein together—chocolate milk, Greek yogurt + fruit, peanut butter + banana, rice + beans, cheese + crackers

Don't Forget Water



Teach This

For coming back stronger

The whistle blows.
The game is over.
But your body is already beginning the work of coming back stronger.

Come back stronger

To recover properly your body needs carbs and proteins, together.

Recovery window

The 30–60 minutes after the final whistle is the most important window—that's when recovery begins.



Coach Tip

To recover quickly, reach for carb-forward and protein-rich foods that are easy to eat with little to no prep.



Why Greek Yogurt?

Recovery Starts Now

The recovery window is 30–60 minutes after the final whistle. Chobani® Greek Yogurt is an excellent source of protein. And is ready to eat the moment the game ends. No cooking. No prep. Just open and enjoy.



Everyday Champions



It's the little things that add up to everything.



Key Idea

Good habits off the field make better players on the field.



What The Science Says

Eating a balanced diet gives growing soccer players what they need to play well.



Habits of a Champion

Sleep

A consistent bed time and 8+ hours of sleep counts as training.

Eat

Build your plate: half fruit and veggies. A quarter grains, a quarter protein. Dairy is a good source of protein!

Drink

Water all day. Not just at practice or after the game. Stay ahead of your thirst.



Say This

“Champions are made off the field.”
“Consistency wins games.”



Ask This

“How much sleep did you get?”
“What did you eat today?”
“How much water did you drink today?”



Teach This

Great players are made off the field

Tonight, while you sleep, this week's practice gets filed away. What you eat at home makes you stronger for your next game.

Keep your plate simple Half fruits and vegetables. A quarter protein. A quarter bread, rice, or tortillas. Add dairy when you can.

Sip water all day, not just at practice

Water keeps players hydrated through the day.

Sleep gives you your edge on the field.



Coach Tip

It's every day habits—eating well, getting enough sleep, drinking enough water—that turn players into champions.



Why Greek Yogurt?

Protein. Calcium. Probiotics. Every Day.

Enjoying Chobani® Greek Yogurt is an easy, delicious way to eat well.

With protein for muscles, calcium for strong bones, and probiotics for a healthy gut.

A cup or a drink—every day. The simplest habit a champion can keep.





What Players Learned

A Guide For Parents

Your little player has been learning big lessons on how to feed their bodies so they can play their best.

Lesson 01

Eat for Energy

- ✓ Eat balanced meals with grains, fruits, veggies, protein, and dairy to have energy for practice and games.
- ✓ Treats are okay sometimes, but everyday foods help you play longer and feel better.
- ✓ Drink water to stay focused and energized.

Lesson 02

Build Strong Muscles

- ✶ Protein helps muscles grow and repair after activity.
- ✶ Pair protein with carbs to recover faster.
- ✶ Easy options: Greek yogurt, cheese, beans, eggs, peanut butter.

Lesson 03

Hydration Wins Games

- 💧 Water is the best drink for sports! Sip before, during, and after practice.
- 💧 Do the urine color test: light yellow = good, dark = drink more.
- 💧 Sports drinks are only for really hot, sweaty, or long practices.

Lesson 04

Before The Game

- 👤 Carbs give energy; protein helps if eaten early.
- 👤 Big meals 2–3 hours before, small snacks 1–2 hours before games.
- 👤 Avoid heavy, greasy foods right before playing.

Lesson 05

Post-Game Recovery

- 🚩 Eating carbs + protein helps muscles recover and energy come back.
- 🚩 Snack or small meal soon after practice or games.
- 🚩 Simple combos: chocolate milk, Greek yogurt + fruit, peanut butter + banana.

Lesson 06

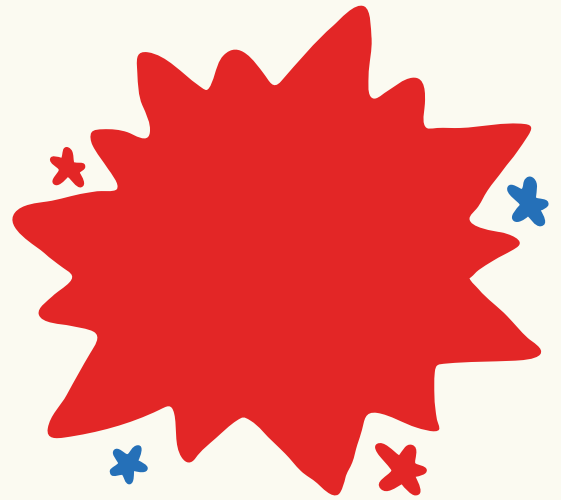
Everyday Champions

- 🏆 Sleep 8–12 hours to grow, focus, and recover.
- 🏆 Eat balanced meals and drink water all day to stay energized.
- 🏆 Try new foods, choose what you like, and keep small habits you can sustain.
- 🏆 Celebrate every win!



Every day

Dreams don't start on the field
They start long before.
On the sideline..
In the rain.
In the cold.
Before it's even light out.
Because a dream needs to be fed.
And it's not something you do once.
It's something you do every day.
Dreams are hungry.



It's going the extra mile.
In a packed SUV.
It's holding it together...
when they're holding back tears.
Little by little...
that dream grows.
We know something about that.



Ours started small too.
Just a belief that nutrition
could be for everyone.
And it grew...
because people showed up for it.
That's why we're here.
To **Feed the Dream** for the families,
the communities doing the work
no one sees.



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