

Caesar Bacarella of Alpha Prime Tells His Amazing Story

written by Mike Roberto | November 16, 2022



By now, if you're a follower of fitness and nutrition, there's a great chance you've tried – or at least *heard* of – the phenomenal *AP PrimeBites Protein Brownies*. In less than a single year, they've become the hottest high-protein snack on the market.

Today, you get a chance to learn all about the man *behind* those incredible protein brownies:

Meet Caesar Bacarella of Alpha Prime, AP PrimeBites, and Team Ferrari



Alpha Prime, the company behind AP PrimeBites, may seem like it came out of nowhere, but that's definitely not the case if you're into automotive racing or apparel. That's because founder **Caesar Bacarella** has been around the block – and the race track – more than a few times. He's only new to the *supplement* industry, but he's already made *quite* the impact.

This week, a touching article was published in *Muscle & Fitness*, telling Caesar's untold legacy.[1] Titled "*Caesar Bacarella is Building a Fitness Empire at Full Speed*",[1] it describes his upbringing, his entrepreneurial roots, his

passion for racing, and his mission to grow a household brand.

The article is paired with an interview on Alpha Prime's YouTube channel, which goes deep on the above topics and more, including Caesar's time in the Ferrari GT3 Series and NASCAR Xfinity circuit.

You can watch it below, and then we'll get into some Alpha Supps news and updates:

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The Alpha Prime Supps Rebrand

Alpha Prime has been given the green light! While Bacarella owns the *Alpha Prime Apparel* company found at *AlphaPrimeUSA.com*, his supplements had to be branded under *AP Regimen* (and *AP Sports Regimen* prior to that). The branding situation is now cleared up, and *AP Regimen* is now formally known as **Alpha Prime Supps!**



Caesar having some fun on his Instagram (@caesar_bacarella)

While AP Regimen / AP Sports Regimen have been renamed, the one product to keep the "AP" are the Protein Brownies: They'll be found with the Alpha Prime's supplements at *AlphaPrimeSupps.com*, but are still named *AP PrimeBites Protein Brownies*.

We've taken the time to rename all of the products on PricePLOW as well as the PricePLOW Blog, so you can find all of our news on our *Alpha Prime Supps news* page.

You can also follow Caesar and all of Alpha Prime's Instagram pages:

- @caesar_bacarella
- @alphaprimesupps
- @alphaprimebites
- @alphaprime

To stay in the know with Alpha Prime's news, sign up for the news in our *Alpha Prime Supps news* link or in our widget below. We know of a delicious new PrimeBites Protein Brownie flavor in the works, and a very unique new product that's *not* exactly a dietary supplement – so get subscribed below:

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References

1. Lockridge, Roger; "Caesar Bacarella is Building a Fitness Empire at Full Speed"; Muscle & Fitness; November 14, 2022;
<https://www.muscleandfitness.com/athletes-celebrities/pro-tips/caesar-bacarella-is-building-a-fitness-empire-at-full-speed/>