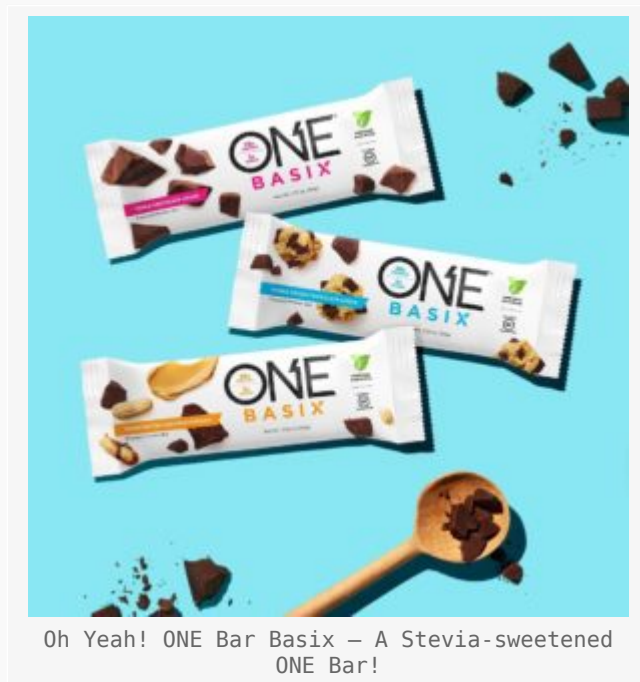


Oh Yeah! One Bar Basix Protein Bar Takes a Swing at Stevia

written by Mike Roberto | March 22, 2018

The company behind “one” of the best protein bars available is taking a swing at the *naturally sweetened* category. Set to release in May of 2018, Oh Yeah! will make its **One Bar Basix** available.



The product was recently unveiled in early March and there is still some uncertainty regarding how the label will compare to the original One Bars. However, we know for sure that at least two elements of the new bar will be different than its predecessor.

Everyone is zigging, OhYeah! is zagging

The latest trend in protein bars is to go for absolute *taste*, unconcerned with carbs and fats, so long as the protein is there too. This has been demonstrated most especially by Ronnie Coleman Signature Series King Whey Crunch Bars, and Sinister Labs SinFit Bar (as well as SinFit Cookie!)... but OhYeah! clearly sees a different path – keeping it *natural*.

We’ll talk about this stevia-sweetened bar, but first check out the deals and get signed up for PricePlow’s news alerts from OhYeah:

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Many companies have tried and failed to present the world with an enjoyable protein bar that has moderate to low “nutritional consequences”. When Oh Yeah! One Bar hit the scene a couple of years ago, it took the market by storm with a variety of flavors and awesome taste – and just *one* gram of sugar!



From a previous ONE Bar (regular) post: Each Almond Bliss bar has a thin coating of chocolate that includes 3 whole almonds and a chewy center of soft ground coconut.

The One Bar demonstrated that a quality protein bar can achieve a balance of taste and texture and doesn't have to be chalky or taffy-like. Again, as the name advertises, the bars themselves only contain one gram of sugar.

So, What Makes Basix Bars Different?

Oh Yeah! One's new "Basix" Bar, is aimed to be an equally enjoyable experience as the original One Bar, only the Basix bar will be **naturally sweetened** and gluten free!

We've come to appreciate naturally-sweetened products as opposed to sugar when doesn't taste obnoxious. Oh Yeah! One Basix will use **Stevia** as its sweetener. While being naturally-derived and up to 200 times sweeter than table sugar, stevia unfortunately also has a bitter-sweetness to it that must be controlled or removed.

Can someone make a good stevia-sweetened protein bar?

As we've explored before, it's a widely accepted and healthy alternative to sugar with zero calories... but sometimes it ruins the flavor of a product. Nobody's really dominated this market just yet in terms of *bars*.

Gluten-Free

The other noticeable difference is that the Basix Bar will be available to those who have gluten intolerances or simply choose to steer of gluten altogether. For those who could care less about gluten, fear not. If the company's past bars are any indication, the Basix Bar will be pretty tasty even if the gluten is absent.



Regular Oh Yeah! One Bars seemed to average around 230 calories, 24g of carbs, 20g of protein and anywhere from 7-9g of fat. Usually, the bars came packed with a substantial dose of "fiber" (in the form of Isomalto-oligosaccharide, not exactly a "real fiber"), ranging from 7-9g.

We don't yet have the label information for the Basix Bar but we will definitely update this information once we do.

ONE Bar Basix Flavors

The Basix Bar's initial flavor menu may disappoint some fans used to all of the ONE Bar flavors, but here's the up-to-date list now:

As we have seen from Oh Yeah! One Bars in the past, new flavors seemed to roll

out every few months. It would not surprise us one bit if Oh Yeah! takes the same rollout approach with the Basix Bar flavors, but this typically only happens when products sell well, and that's still to be seen with a stevia-sweetened bar.

Recapping the regular ONE Bar Flavors

If things work out for ONE Bar Basix, the regular ONE bar could be a hint of flavors to come.

What separates Oh Yeah! ONE Bar from its competition is that it has one of the widest variety of flavors available for a protein bar. Their amazing, soft flavors are where they knocked Quest Nutrition off of its pedestal.



new

KEEP CALM AND EAT

Oh Yeah! ONE ONLY 1G SUGAR • 21G PROTEIN

#enjoyone

21g PROTEIN | Certified GF Gluten-Free | 3g FIBER | ONLY 1g SUGAR | CALORIES 210 | Oh Yeah! it's gourmet.

From the Regular Post series: As much as the prospect of eating fresh chocolate chip cookie dough sounds, please try to remain calm as you tear into the package lest you spill any crumbs!

The flavors in the *original* range from: Birthday Cake, Chocolate Birthday Cake, Brownie, Maple Glazed Donut, Blueberry Cobbler, Peanut Butter Pie, Cookies and Cream, Salted Caramel, Almond Bliss, Chocolate Chip Cookie Dough, Cinnamon Roll, Lemon Cake, Peanut Butter Chocolate Cake, and the limited edition Red Velvet. The best part is, they were all incredible!

Reading those off that list and you would think you're in a bakery!

The Waiting Game Begins

Sweetened with Stevia and being gluten free, there will definitely be a market for these bars, and if they taste *anything* close to the original (unlikely but possible), they could be the new sugar free "go-to" bars for many.

More and more consumers are seeking for supplements with alternative sweeteners,

flavoring and coloring. And stevia is getting there, but still ruins some applications. Assuming the Basix Bar has a successful reception, expect more companies to follow Oh Yeah! and develop their own similar versions. It's a game of copycat out there, folks!

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