

Oh Yeah ONE Bars: Better Than a Quest Bar?

written by Mike Roberto | July 15, 2015

Nutrition bars are a dime-a-dozen today. There's high-carb, low-carb, gluten-free, high protein, high fat, and designer *low-cal* bars (like Atkins or Weight Watchers). Unfortunately, the vast majority of these bars taste like cardboard and just leave you with a rather empty feeling both in your wallet and stomach.



Over the past few years, *Quest Nutrition* set themselves apart with high quality bars that both filled you up, tasted great (for the most part), and provided loads of nutrition and muscle-building protein. ISS Research has taken the baton from Quest and run ahead of the pack with their **Oh Yeah! ONE Bars**.

Simply a better protein bar

We've always known OhYeah! to make some *fantastic*-tasting protein bars. The thing is, their *standard* protein bars are more like *candy bars with added protein*. That's great for taste, but not so great for macronutrient-cautious dieters.

OhYeah! ONE Bars change all of that, blending the incredible macros of something like a Quest Bar with the ridiculous taste of an OhYeah! Bar... so far **surpassing Quest on a few fronts**, in our honest opinions.

Long story short? **You have GOT to try the Lemon Cake flavor!**

Before we get more in depth about OhYeah!'s tasty bars, take a second to check the best deal on where to get these and sign up for PricePLOW alerts:

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OhYeah! ONE Bar Nutritional Highlights

The specific calories for each bar will vary by flavor but they all reside within the 210-220 calorie range. Not too many or too few calories, whether you're cutting or bulking, these will fit nicely into your caloric budget.

- **Over 20g of Protein**
- **Only 1g of Sugar (hence the name ONE Bar)**
- **10g of Fiber**
- **Gluten free**
- **DELICIOUS!**

OhYeah! ONE Bar Ingredients

ONE Bars offer over 20g of high quality milk-based protein per bar with one 1 gram of sugar. The specific flavoring agents will vary depending on which of the five flavors you opt to indulge in, but the big players here are:

Lemon cake



Nutrition Facts

Serving Size 1 bar (60g)
Servings Per Container 1

Amount Per Serving

Calories 220

Calories from Fat 60

% Daily Value*

Total Fat 7g **11%**

Saturated Fat 5g **25%**

Trans Fat 0g

Polyunsaturated Fat 1g

Monounsaturated Fat 1g

Cholesterol 5mg **2%**

Sodium 160mg **7%**

Potassium 90mg **3%**

Total Carbohydrate 23g **8%**

Dietary Fiber 10g **40%**

Sugars 1g

Sugar Alcohol 10g
(sugar alcohols total includes 5g of glycerine)

Protein 22g **44%**

Vitamin A 0% Vitamin C 0%

Calcium 8% Iron 4%

Phosphorus 6%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Potassium	3,500mg	3,500mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Choc Chip



Nutrition Facts

Serving Size 1 bar (60g)
Servings Per Container 1

Amount Per Serving

Calories 210

Calories from Fat 70

% Daily Value*

Total Fat 8g **12%**

Saturated Fat 5g **25%**

Trans Fat 0g

Polyunsaturated Fat 1g

Monounsaturated Fat 2g

Cholesterol 10mg **3%**

Sodium 125mg **5%**

Potassium 110mg **3%**

Total Carbohydrate 24g **8%**

Dietary Fiber 10g **40%**

Sugars 1g

Sugar Alcohol 11g
(sugar alcohols total includes 5g of glycerine)

Protein 21g **42%**

Vitamin A 0% Vitamin C 0%

Calcium 6% Iron 4%

Phosphorus 6%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Saturated Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Potassium	3,500mg	3,500mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Peanut Butter



Nutrition Facts

Serving Size 1 bar (60g)
Servings Per Container 1

Amount Per Serving

Calories 220

Calories from Fat 70

% Daily Value*

Total Fat 8g **12%**

Saturated Fat 4g **20%**

Trans Fat 0g

Polyunsaturated Fat 2g

Monounsaturated Fat 2g

Cholesterol 5mg **2%**

Sodium 140mg **6%**

Potassium 120mg **4%**

Total Carbohydrate 23g **8%**

Dietary Fiber 10g **40%**

Sugars 1g

Sugar Alcohol 9g
(sugar alcohols total includes 4g of glycerine)

Protein 22g **44%**

Vitamin A 0% Vitamin C 0%

Calcium 8% Iron 2%

Phosphorus 8%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
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Total Carbohydrate	300g	375g
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Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

OhYeah! ONE Bars pack over 20g of protein in each bar all with only 1g of sugar!

• Whey Protein Isolate

Whey protein is typically seen in protein powders in the form of concentrate, isolate, or hydrolysate. Isolate is generally over >90% protein with almost no traces of lactose, carbs or fats.

It is an ideal fit for those that previously turned away from whey products due to digestive issues experienced to lower quality whey protein concentrates that are often included in protein blends.

- **Milk Protein Isolate**

Milk Protein contain both whey and casein proteins, which gives it a digestion rate trade somewhere between the rapid rate of whey and the slow-release rate of casein. It consists mainly of casein though, so this may help lend a richer tasting texture to the ONE bars.

- **Isomalto-oligosaccharides**

This ingredient may or may not be familiar to you, but it's the exact same stuff that comes in the rather popular *Vita-Fiber* syrups frequently used in low sugar recipes.

Isomalto-oligosaccharides (IMOs) are a mixture of short-chain carbohydrates which have digestion-resistant properties, meaning your body has a difficult time breaking it down and absorbing any of the calories or nutrients it contains.

IMOs were first made popular as the fiber-based sweet-tasting carb source in Quest Bars, and they're more and more commonly used in these next-generation protein bars.

<p>Ingredients: Protein Blend (OhYeah!™ Blend Consisting of Whey Protein Isolate, Milk Protein Isolate), Isomalto-oligosaccharides (Prebiotic Fiber), Maltitol, Glycerine, Sunflower Seed Butter, Palm Kernel Oil, Natural and Artificial Flavors, Non Fat Dry Milk, Soy Lecithin (an Emulsifier), Salt, Tapioca Starch, Calcium Carbonate, Beta Carotene (For Color), Distilled Monoglycerides and Sucralose.</p> <p>ALLERGY ALERT: THIS PRODUCT CONTAINS MILK AND SOY.</p> <p>• NET CARBS = TOTAL CARBS - FIBER - SUGAR ALCOHOLS</p> <p>Certified GF Gluten-Free</p> <p>Lemon cake</p> 	<p>Ingredients: Protein Blend (OhYeah!™ Blend Consisting of Whey Protein Isolate, Milk Protein Isolate), Isomalto-oligosaccharides (Prebiotic Fiber), Maltitol, Glycerine, Sunflower Seed Butter, Palm Kernel Oil, Cocoa Powder (Processed with Alkali), Natural Flavors, Soy Lecithin (an Emulsifier), Cocoa Butter, Salt and Sucralose.</p> <p>ALLERGY ALERT: THIS PRODUCT CONTAINS MILK AND SOY.</p> <p>• NET CARBS = TOTAL CARBS - FIBER - SUGAR ALCOHOLS</p> <p>Certified GF Gluten-Free</p> <p>Choc Chip</p> 	<p>Ingredients: Protein Blend (OhYeah!™ Blend Consisting of Whey Protein Isolate, Milk Protein Isolate), Isomalto-oligosaccharides (Prebiotic Fiber), Maltitol, Glycerine, Peanut Butter, Peanut Flour, Peanuts, Palm Kernel Oil, Soy Lecithin (an Emulsifier), Natural and Artificial Flavors, Salt, Non Fat Dry Milk, Tapioca Starch, Calcium Carbonate and Sucralose.</p> <p>ALLERGY ALERT: THIS PRODUCT CONTAINS MILK, PEANUTS AND SOY.</p> <p>• NET CARBS = TOTAL CARBS - FIBER - SUGAR ALCOHOLS</p> <p>Certified GF Gluten-Free</p> <p>Peanut Butter</p> 
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ONE Bars use a variety of sweeteners and sugar alcohols to keep fiber high and sugar low!

Just because these molecules aren't digested easily doesn't mean they're without merit. IMOs are low glycemic, resist dental caries (cavities), and are a rich source of *prebiotics*.^[1,2,3,4]

Prebiotics are ingredients in food that help foster the growth of healthy bacteria in the gut which improves digestion. They also decrease the pH in your small intestines and inhibit the growth of nasty bacteria and other micro-organisms that can wreak havoc on your GI system.[5,6]

The greatest benefit to using IMO in bars like ONE bars are that they sweeten the bars without jacking up the sugar amount. They DO, however, contribute tons of digestible fiber,[7] further helping modulate blood sugar levels and enhancing GI system functioning.

One word of warning though is that excess consumption of IMOs can lead to some rather unpleasant bloating, cramping, and other stomach related maladies when consumed in excess of 40g/day. It's advised to limit intake to around 30g/day.[8]

- **Maltitol**

Maltitol is a type of sugar alcohol that's typically used as a sugar replacement. It has about 75-90% the sweetness of sucrose yet adds *half* the caloric damage of regular table sugar. Similar to IMO it doesn't promote dental caries and is found in a wide range of products from chewing gum to hard candies to sugar-free chocolate.

As is the case with other sugar alcohols, there is the infamous "cooling sensation" that some experience when consuming products with various sugar alcohols included in them.

- **Glycerine**

Rounding out the last major sweetener used in ONE Bars (there is some trace sucralose used), is glycerine. This is another sugar alcohol that is colorless, odorless, and widely used in the food industry.

It carries 27 calories per teaspoon (compared to 20 for table sugar), and is 40-60% as sweet as sucrose.[9] Although it does carry a similar caloric density to sucrose, it does have a lower glycemic index,[10] so it won't send you blood sugar levels through the roof or bottom you out like traditional candy bars sweetened with sugar or high-fructose corn syrup would.

OhYeah! ONE Bar Flavors

ONE Bars come in 5 different flavors, giving you 5 times the options for low carb, protein packed goodness:



One bite of these ONE Bars will have you screaming OhYEAH!!!!

Takeaway

OhYeah! ONE Bars provide yet another delicious option for those that need a protein-packed treat on the go when they don't have the time to sit down for a full on meal or want to make a protein shake.

We honestly believe that the Lemon Cake bar is better than anything Quest Nutrition has ever offered – both in taste *and* texture. This is quite easily the Next Big Thing.

With five different flavors to choose from, you can keep a few flavors around between home, office, and the car to keep your palate from getting fatigued of the same old “chocolate peanut butter” flavor that so many other nutrition bars use.

Stay tuned to PricePlow for more updates where to get the best deal on these delicious tasting protein goodies!

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