

Marc Lobliner Talks Outright Breakfast Bars | #053

written by Mike Roberto | October 12, 2021



In Episode #053 of the PricePLOW Podcast, we hear from Marc Lobliner and talk about why he added Nutrition21's Velositol to his Outright Breakfast Bars

On October 9th, 2021, we sat down with *Marc Lobliner*, Chief Marketing Officer of *TigerFitness* and CEO of *MTS Nutrition*. Most recently, Marc is the inventor of the **Outright Bar** and **Outright Breakfast Bar**, and Ben traveled to Tennessee to discuss the history of the product and the unique advantages of its key protein-boosting ingredient, *Velositol*.

Marc walks us through the thought process that led him to the formulation of the Outright Breakfast Bar, which he intended to be a “whole food protein bar” that could serve as a meal replacement, and help sustain athletes during long games by giving them a balanced macronutrient intake and good digestion.

Listen to him explain why Velositol, which enhances the uptake of post-workout protein and increases muscle protein synthesis, was key to designing a bar that could fill this variety of needs.

Audio Version:

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Talking Velositol, Outright Breakfast Bars, and More with Marc Lobliner



Marc gives us some great insights on how a product can be formulated for the widest possible appeal. For Marc, this began as an emphasis on child nutrition – the idea for the Outright Bar was conceived during one of his daughter’s soccer matches, where Marc wanted to feed her something that would enhance her performance, but realized that the bars available to him were all going to detract from it.

Then we pick his brain on the safety profile of Nutrition 21’s *Velositol* (spoiler alert: it’s very safe), and the general risks associated with being an innovator who’s the first one to market a new ingredient.

Finally, Marc gives us some great thoughts on marketing a product and running a company, and what to look for when you consider buying someone else’s product. He also gives us some sage advice for anyone who wants to start a company of their own.

If you enjoyed hearing from Marc as much as we did, check out the Outright Bar at our affiliate links below, and read our articles titled *Velositol: The Missing Link for Protein Bars* and *Velositol: Enhancing Muscle Protein Synthesis with Science*.

MTS Nutrition Outright Breakfast Bar – Deals and Price Drop Alerts

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More details from the conversation:

• Why Velositol in outright bars?



Ben: over time, the protein content of “protein bars” has gone down

- Marc: Outright Bar was designed to be a “whole food” protein bar – something with a good mix of different macros and natural ingredients, as opposed to existing products which were full of gut irritants such as glycerol and prebiotic fiber, or caused blood sugar swings
- Velositol chosen to make Outright Breakfast Bars “better than breakfast” as a meal replacement, not just a supplemental protein snack – increases bioavailability of protein and gives it a longer, more even rate of digestion
 - Because Velositol increases the uptake of protein, it allows one to use less protein but get the same effect
 - Cuts costs
 - Also helps people who can’t eat big meals in the morning, since Velositol decreases your protein requirements

- **Outright Bar launched in 2018**



Launched as individually wrapped product

- Marc: My original goal was to earn enough for my family to eat Outright bars for free
 - The bar was conceived during daughter's soccer match – marketed to athletes, not just bodybuilders (although bodybuilders can still use it)
 - Sustains you between meals, so it's good for athletic events
- Peak sales of Outright bars eventually hit \$250,000 a year
- The Outright Breakfast Bar is the first protein bar to use Velositol

- **Safety issues**

- Ben: it can be stressful to be an innovator, because there are inherent risks with being the first one to bring a new ingredient to market
- Marc: Velositol is very safe, my kids take pretty much all of my supplements – first thought when formulating a supplement is “can I give this to my kids?”
 - Gives Outright bars to his wrestling students daily

- **Marc's thoughts on running a company**

- No such thing as a product that's perfect for everyone, but ours is close
- Outright's Vegan Bars sell poor because there simply aren't many vegans
 - Non-vegans don't want to buy them because vegan products in general

have a reputation for tasting bad

- Outright usually ends up having to throw out a lot of their vegan inventory because it expires before it can be sold
- Outright is doing well in gas stations
- Outright's marketing is done primarily by word of mouth
- Company founders should always have an exit strategy and a target number
- With Outright: *"I want to stay behind the scenes, not interested in being a public figure"*



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"If you ask your brand what's the best preworkout and they don't say their own, and you ask why and they don't say 'because I fuckin' made it', then don't buy that preworkout. That man has no confidence in what he does"


- Surround yourself with people who are smarter than you – *"everybody is smarter than me, I'm just the guy who writes the checks"*

As always, subscribe to the **PricePLOW Podcast**, see our *Nutrition21 News*, and check the prices on Outright Breakfast Bars below!

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