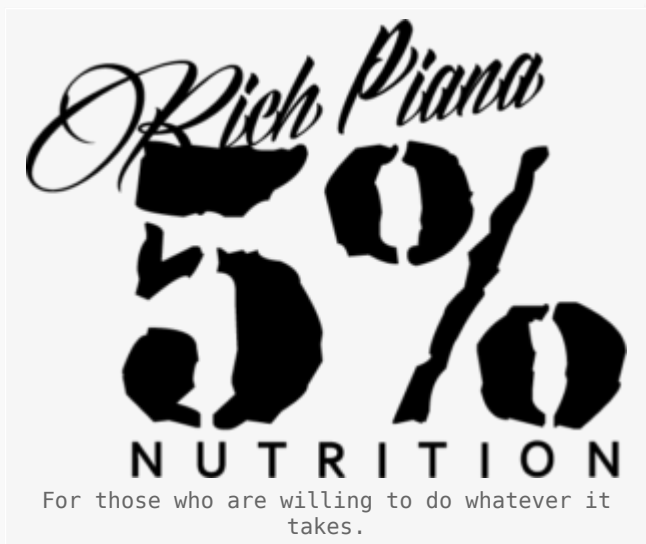


5% Nutrition Shake Time: Dairy-Free Protein Powder with Real Food

written by Mike Roberto | December 31, 2020

It's Shake Time!



The *original* lifestyle sports supplement brand, **5% Nutrition**, was founded in 2014 by the legendary Rich Piana. At the time, the savvy businessman and former bodybuilder were committed to promoting his company and connecting with friends and colleagues.

Rich had an insane number of followers and fans on social media, especially his YouTube channel. Today, supporters of Rich and his sports nutrition brand are known as *5%ers* – dedicated to being the best in class at whatever they attempt to achieve.

Sadly, Rich Piana passed away in 2017, but his legacy lives on with 5% Nutrition. *"5% represents those of us who are willing to give whatever it takes to reach their goals,"* Rich once said. So to be a *5%er*, you don't necessarily have to be an aspiring bodybuilder, powerlifter, or strongman, but you do have to be **100% committed and unwilling to quit**, regardless of what obstacles stand in your way.

"Since the founding of 5% Nutrition, Rich Piana has had the support of a loyal social media following, plus an entire back office team. He knew what he didn't know and wisely partnered with experts in the field of sports nutrition and bodybuilding supplements, hiring industry experts, tapping consultants for their honest product feedback.

Much of the team Rich had handpicked to run his sports

nutrition and apparel empire are still working under the 5% Nutrition banner. Rather than quit when we lost our leader, we took a page right from the book of Rich Piana, pushing through the pain of his loss in August 2017 to persevere and get reorganized around a future without our living legend. We work each day to develop new products and expand the existing product lineup, all while staying true to the vision of the future Rich established when he founded the company.”

-5% Nutrition

The Legacy Continues: Shake Time No Whey Real Food Protein



One of 5% Nutrition's newest product lines is **Shake Time**. Unlike other protein powders on the market, these only use real-food ingredients, such as:

- **Beef protein isolate**
- **Chicken protein**
- **Whole egg protein**

What's important for people to know is that **Shake Time doesn't have any whey protein**, which is great for anyone who's looking for a high-quality, dairy-free protein powder. Each serving of Shake Time contains 25 grams of protein and only 2.5 grams of fat, 2 grams of carbohydrates, and 130 calories. Since the shake consists of a blend of fast and medium-digesting protein sources, they help you

feel fuller longer. And they can be consumed at any time of day.

Long story short: this is for those who are looking for a dairy-free protein powder, but want something that tastes better than those vegan and plant-based shakes. Exactly Rich Piana's style.

Like most bodybuilders, Rich believed that your protein intake should come predominantly from *whole* foods. Unfortunately, sometimes his busy schedule got in the way. So having a protein powder on hand was beneficial for times when Rich couldn't prepare a healthy sit-down meal. In part, that's how 5% Nutrition came up with the concept of formulating a protein powder using whole-food sources.

"Shake Time is a protein powder designed to live up to the high standards of the man himself, Rich Piana. Use it post-workout, first thing in the morning, or anytime you need protein. Make no mistake, this isn't just another protein powder. This is a unique, real-food based, Rich Piana-style protein powder. Rich Piana was not the type of guy that bought into the whole protein powder thing. He believed that your protein sources should come from real food first and foremost.

Having said that, we understand that you can't always sit down to a real-food, high-protein meal. Sometimes, the only thing that works is a protein shake, especially if you lead a busy lifestyle. Not to mention you want a fast-digesting protein source when you wake up in the morning and after you've worked out. Let's face it, there's no better way to get in some protein quickly than a shake. Leave it to Rich Piana 5% Nutrition to come up with the type of real-food based protein powder Rich would be proud of!"

– 5% Nutrition

Keep reading to learn more about Shake Time and subscribe below for more 5% Nutrition news, reviews, interviews, and deals from PricePLOW!

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Shake Time Nutrition Facts

CHOCOLATE	
Nutrition Facts	
25 Servings per container	
Serving Size: 1 Scoop (32.7g)	
Amount Per Serving	
Calories	130
% Daily Value*	
Total Fat 2.5g	3%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 250 mg	11%
Total Carbohydrate 2g	1%
Dietary Fiber 2g	7%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 25g	52%
Vitamin D 0mcg	0%
Calcium 13mg	2%
Iron 1mg	6%
Potassium 137mg	2%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Protein Blend (Hydrolyzed Beef Protein Isolate (HydroBEEF™), Chicken Protein, Whole Egg), Cocoa Powder (Processed with Alkali), Medium Chain Triglycerides, Natural & Artificial Flavors, Guar Gum, Salt (Sodium Chloride), Xanthan Gum, Sucralose

A dairy-free protein powder that's packed with 25 grams of high-quality protein!

One serving (~32.7 grams) of Shake Time contains:

- **Calories: 130**
- **Protein: 25g**
- **Carbohydrates: 2g**
 - **Sugar: 0g**
 - **Fiber: 2g**

- **Fat: 2.5g**
 - **Saturated Fat: 2g**

Shake Time Ingredients

We divide this section into “Protein Sources” and “Other Ingredients,” the latter of which refers to ingredients that add flavor and improve texture, consistency, and mixability.

- **Protein Sources**

Shake Time uses three whole-food-based protein sources to deliver 25 grams of protein per serving: *hydrolyzed beef protein isolate*, *chicken protein*, and *whole egg protein*. In sports nutrition supplements, it’s required that ingredients are listed in descending order. So based on the label, hydrolyzed beef protein isolate is the primary protein source in Shake Time, although they could be equally dosed.

Leading Shake Time is the trademarked ingredient *HydroBEEF*, a hydrolyzed beef protein isolate by Essentia Protein Solutions, a company in Sweden that produces animal protein products. HydroBEEF is a natural protein ingredient rich in essential amino acids and collagen. It also contains at least 96% protein by weight, which is why Shake Time only has 2.5 grams of fat per serving.[1]

NOW AVAILABLE

26G PROTEIN PER SCOOP

REAL FOOD PROTEIN

NO WHEY

POST WORKOUT PROTEIN

5% Nutrition’s spin on a protein powder is none other than Shake Time.

Other benefits of HydroBEEF include:

- Non-GMO
- Gluten-free
- Dairy-free
- Soy-free
- Low fat
- Zero sugar
- Free of additives and preservatives
- Easily digestible
- Readily absorbed[1,2]

Overall, hydrolyzed beef protein isolate is an excellent source of protein that contains all nine essential amino acids in similar ratios to those found in human skeletal muscle.[2] Moreover, beef protein isolate contains higher amounts of glycine and proline than other protein sources, which may help promote joint health.[2] A beef protein isolate sports nutrition powder is partially hydrolyzed.

So it's different than eating a steak because the powder has greater bioavailability and faster absorption.[1,2] The other protein sources in Shake Time, **chicken protein**, and **whole egg protein**, complement the hydrolyzed beef protein isolate by offering slightly different digestion rates and leucine-rich amino acid profiles. Overall, 5% Nutrition's goal with Shake Time is to offer a sugar-free, whole-food-based protein powder with minimal carbohydrates and fats.

• Other Ingredients



The man's legendary status would have persevered regardless, but 5% Nutrition is putting together some *fantastic* functional foods to keep Rich Piana's legacy going

Here we'll explore how 5% Nutrition makes Shake Time taste not just palatable, but actually flavorful because drinking pure beef, chicken, and egg protein doesn't sound very pleasant.

These are the ingredients that make Shake Time taste delicious and mix well:

- **Medium-chain triglycerides** (MCT) – serves as a creamer by improving consistency, mixability, and flavor. We have a very “deep dive” blog post on MCT oil, and needless to say, this is a saturated fat source that has *countless* benefits – and the creamers help the texture of products too!
- **Natural and artificial flavors** – adds flavor
- **Guar gum and xanthan gum** – thickening agents
- **Salt** – enhances the flavor
- **Sucralose** – sweetener

Keep in mind that ingredients vary slightly depending on the flavor. For example, chocolate Shake Time also contains cocoa powder, which adds a bit of carbohydrate.

Shake Time Flavors

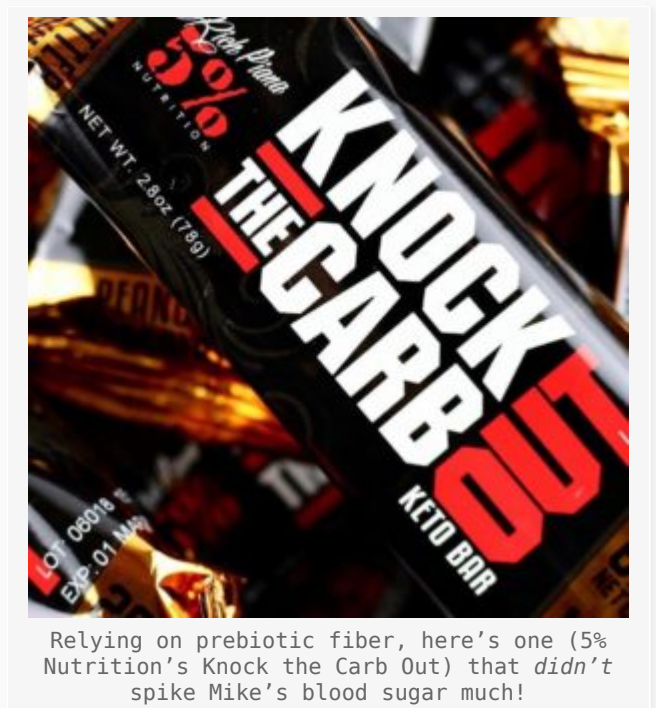
Here's an updated list of all available Shake Time flavors:

“It's &#%! Shake Time!”

Watch 5% Nutrition's video on Shake Time to get your dose of HYPE from Rich Piana:

Stay Anabolic with 5% Nutrition

In order to maintain and, especially, build muscle, eating enough protein on a daily basis is essential. But consuming a sufficient amount of protein through whole foods alone can be quite challenging. That's what 5% Nutrition's line of protein powders and functional foods, plus Rich's legacy, promises to deliver.



In addition to Shake Time, 5% Nutrition also offers:

- **Real Carbs+Protein** – a whole-food-based meal replacement that uses similar protein sources as Shake Time, but with the addition of low glycemic carbohydrates
- **Real Carbs** – The OG “Real Food” Supplement that uses whole food carbs like oats, yams, and sweet potato!
- **Knock the Carb Out Bar** – a whole-food-based, low-carb protein bar made with all-natural ingredients, including egg whites, peanuts, and sunflower seeds. This is the most underrated “low carb” bar on the market, bar none!
- **Knock the Carb Out Keto Cookie** – a low-carb, high-protein cookie with egg whites as the primary protein source

Make no mistake – 5% Nutrition is the industry’s most *underrated* “functional foods” brand. They have awesome pre workouts like 5150 and KILL IT, but we *really* think that products like Shake Time, Real Carbs, and Knock the Carb Out are where they shine best.

We love that 5% Nutrition prioritizes using high-quality, all-natural ingredients in their protein powders and functional foods. Although there’s nothing wrong with dairy, some people are lactose intolerant and have trouble fully digesting whey and casein-based protein products. So it’s important to offer alternative options.

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1. *Essentia Protein Solutions*. Accessed Dec. 2020. “Hydro-Series: HydroBEEF.” <https://essentiaproteins.com/na/ingredients/nutrition/hydro-series/>

2. Naclerio F. et al. Oct. 2017. "Carbohydrates Alone or Mixing With Beef or Whey Protein Promote Similar Training Outcomes in Resistance Training Males: A Double-Blind, Randomized Controlled Clinical Trial." *International Journal of Sports Nutrition and Exercise Metabolism* vol. 27,5;408–20. <https://pubmed.ncbi.nlm.nih.gov/28530448/>